

# U HYDRATION

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## Properties list:

- end-user packaging
- range of products
- new product
- sport and energy drinks
- tube
- flacon
- contemporary
- smooth
- women
- identity by illustration
- identity by system of colour
- plastics

From Moxie Sozo website: "Nuun is the leading manufacturer of electrolyte sports drink tablets. After establishing a strong reputation with endurance athletes, the company hired Moxie Sozo to launch a new product targeting the health-conscious women's lifestyle market. The agency, through research and focus groups, identified competitive challenges and opportunities for the new brand. Using a graphic architecture centered around a dynamic female form, contemporary styling and a fresh color scheme, 'U' capitalized on key emotional drivers of the target audience, while maintaining taste appeal and a strong shelf presence. The packaging has won several awards, been featured in numerous books and received praise for its effectiveness."

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Reference: <http://www.moxieso.com/index.php?t=feature&id=36>

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## Credits:

**Year:** 2008

**Agency:** Moixe Sozo

Other images:

