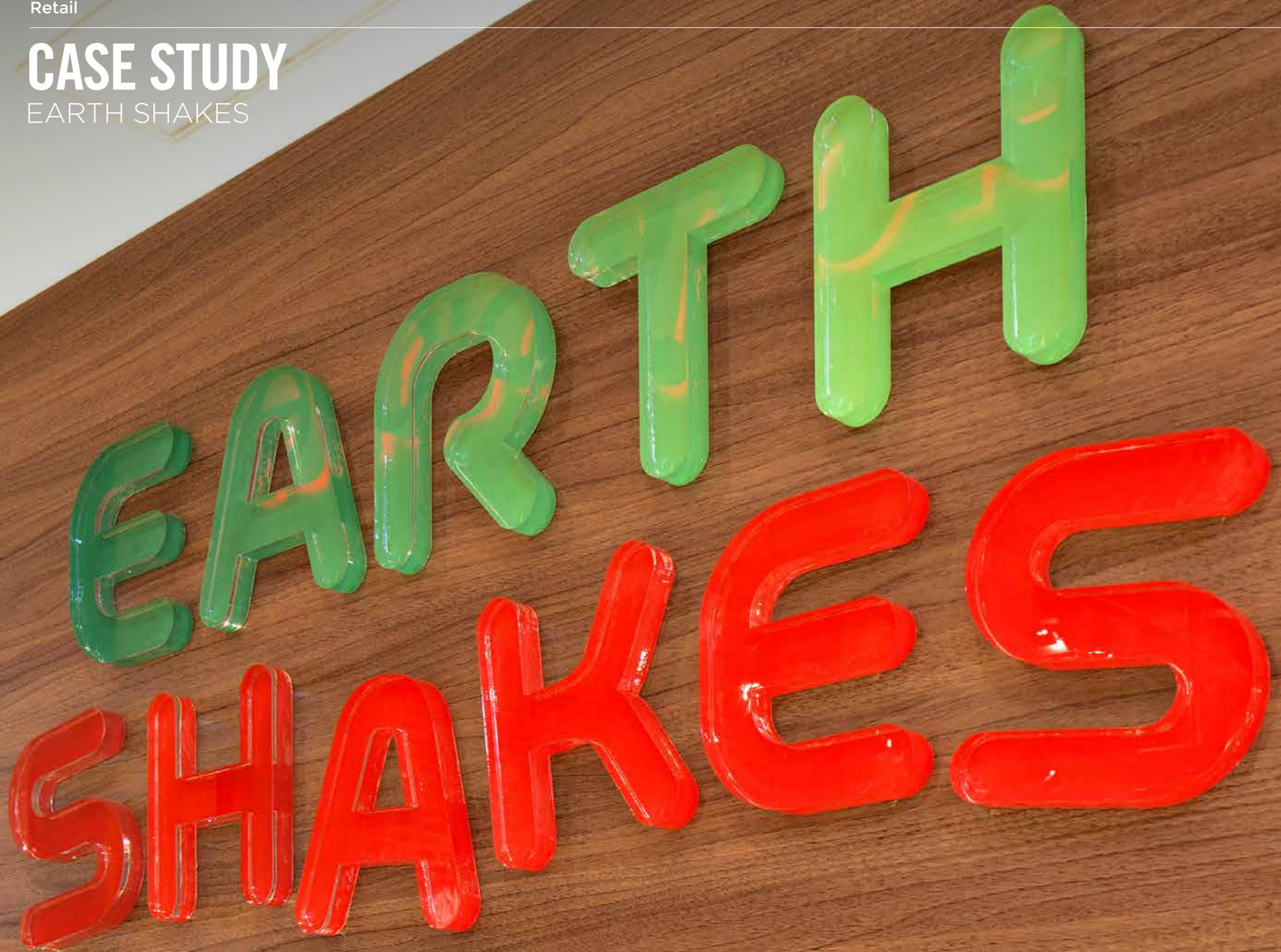


Retail

CASE STUDY

EARTH SHAKES



EARTH SHAKES

EXPERTISE

Brand Identity / Retail Communications / Retail Environments

BRIEF & SOLUTION

Boost Juice Bar's founder approached us to develop a new milkshake concept. We created a fun identity with fruit-inspired characters attracting customers looking to indulge in a delicious treat. We developed a brand palette, contrasting this with natural wood textures, gave the brand authenticity and reinforced the cues of natural ingredients. We played on the brand name to develop a strapline 'Shakes that ROCK your world' and created an accessible and straightforward tone of voice. The new brand identity launched in a kiosk at Westfield during Christmas 2014.

