



BRAND DESIGN FOR MOJO

Creating an atmosphere of taste

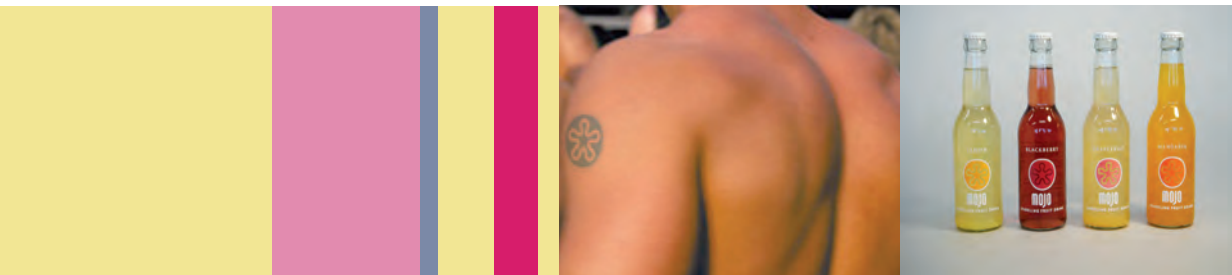
A startup idea is inspired by design resulting in market success at supermarket chains.



Simple and fresh! A simple industry standard was used as a glass container and brand carrier. The labeling was applied directly on the bottle using the screen printing method.



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Drink and trademark as an expression of lifestyle.



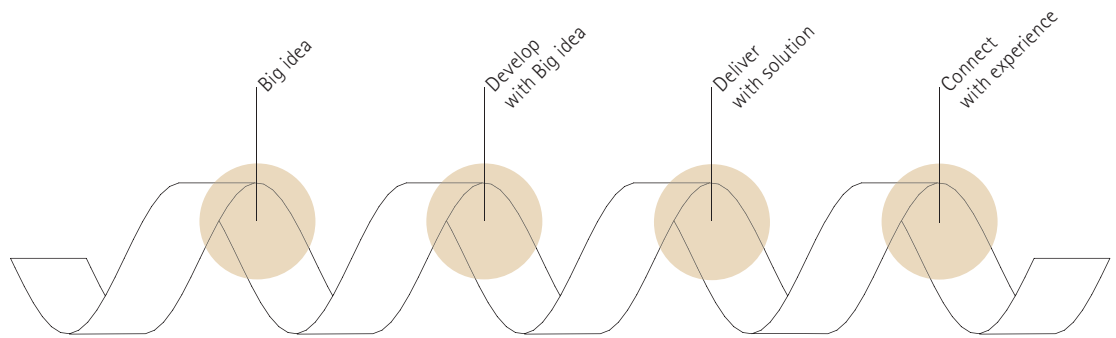
The picture trademark is celebrated as an independent symbol.

An idea from the USA: A fruity, alcohol-free drink without sugar in carefully selected flavors.

With the Mojo brand we have created a visual personality full of character – both trendy and exceptional. Just right for conquering the Swiss drinks market with guerrilla marketing actions.

Initially available only in selected bars and trendy venues in a glass bottle, Mojo made its way to supermarket chains in a plastic container.





Project start: 2005

Project end: 2007

Sub-projects:

Development of the brand

Trademark

Labeling of the bottles

Support for market introduction

Marketing measures

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