

CASE STUDY /

MAYO HARDWARE / GECKO BUG ZAPPERS

BRANDING / PRODUCT DESIGN / PACKAGING



BACKGROUND

Most bug zappers on the Australian market have been sourced from overseas manufacturers from a pool of traditional looking products designed for conservative international markets. This has led to a situation of little product differentiation at the point of sale.

Our brief was to design a family of new, distinctive and contemporary products for the Australian market, and to concurrently provide naming and branding that would attract consumers and be relevant to the product range.

SOLUTION

Our solution for the brand used the metaphor of the 'bug zapping' gecko, combined with simple bold graphics to make a strong brand statement on the packaging when block stacked in-store.

Our observations on contemporary outdoor living informed us to develop and engineer a product range that features easy lamp replacement and cleaning options, hanging or wall mounted features and varying coverage levels (5 – 40 meters).

SERVICES

- Naming
- Brand Design
- Packaging
- Product Development & Engineering

AWARDS

