

MOUNTAIN DEW LTO SUMMER FREEZE

TWO SENTENCES: Describe the intent of your project in 100 characters.

Diseño Edición Limitada de verano, para una etiqueta transcultural de Mnt Dew en Honduras.

PARAGRAPH

Diseño exclusivo que adapta elementos de la marca, cambiando su enfoque a un público joven norteamericano a un público joven hondureño. Esta adaptación implicó crear personajes que representaran postres fríos típicos de la región.

THE CHALLENGE: Explain the problem/reason the project/product was developed

Aunque la marca y su diseño es primordialmente norteamericano contiene elementos gráficos que pueden considerarse “comunes” o “neutrales” para distintos países, el reto fue representar un verano en un ambiente más latino y local, creando una experiencia personalizada con el público objetivo.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers

Basándonos en el estilo de ilustración de Mountain Dew y su paleta de color, se eligieron de personajes un raspado y una paleta con palo de madera, más familiares para la demografía. También, se redujo el uso del rojo en la paleta para que destaquen, además, se añadió un carrito de helados, más típico de las playas latinas que el clásico camión de los helados.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy

A pesar de la “tropicalización” de las ilustraciones, mantuvimos el estilo gráfico que la marca utiliza en otros países, demostrando que puede adaptarse a diferentes ubicaciones globales y generar un impacto único y memorable tanto en el consumo como en los puntos de venta.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

Dado que el público objetivo es joven, se diseñaron personajes que representaran diversión y moda en la playa, como conciertos o fiestas entre amigos. En el diseño original se utilizaba mucho el rojo, lo que daba un aire muy norteamericano, aquí se mantuvo de forma discreta para evitar que se sintiera ajeno al país objetivo y para resaltar los colores como reflejo de frescura en un ambiente cálido.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

We don't have results yet.

MOUNTAIN DEW LTO SUMMER FREEZE

TWO SENTENCES: Describe the intent of your project in 100 characters.

Summer Limited Edition design for a cross-cultural label for Mountain Dew in Honduras.

PARAGRAPH

Exclusive design that adapts elements of the brand, changing its focus from a young North American audience to a young Honduran audience. This adaptation required the creation of characters representing cold desserts that are typical of the region.

THE CHALLENGE: Explain the problem/reason the project/product was developed

Although the brand and its design is primarily North American, it contains graphic elements that can be considered “common” or “neutral” for different countries, the challenge was to represent a summer in a more Latin and local environment, creating a personalized experience with the target audience.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers

Based on Mountain Dew's illustration style and color palette, a scraper and a wooden stick popsicle were chosen as characters, more familiar to the demographic. Also, we reduced the use of red in the palette to make them stand out, and added an ice cream cart, more typical of Latin beaches than the classic ice cream truck.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy

Despite the “tropicalization” of the illustrations, we kept the graphic style that the brand uses in other countries, demonstrating that it can be adapted to different global locations and generate a unique and memorable impact in both consumer and point of sale.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

Since the target audience is young, characters were designed to represent fun and fashion at the beach, such as concerts or parties among friends. The original design used a lot of red, which gave it a very North American feel, here it was kept discreet to avoid it feeling alien to the target country and to highlight the colors as a reflection of freshness in a warm environment.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

We don't have results yet.

