

Briefs

Camper, the Spanish shoe brand, has opened a store in London's Bond Street. It has been designed, using recycled materials, by the Brazilian creative duo Fernando and Humberto Campana.

Abu Dhabi has a fresh brand identity. Created in conjunction with M&C Saatchi Australia, it will be rolled out in the coming months, starting at the World Travel Market event this month.

GE Money has appointed the WPP Group's Brand Union, previously known as Enterprise IG, to handle a branding brief. The agency has been tasked with creating a unified strategy across 50 markets.

Sainsbury's has briefed Parker Williams Design to create the branding for its eco-friendly cleaning brand Cleanhome.

Norwich Union has appointed Curious to develop the brand identity and positioning for its high net-worth insurance product Distinct. The branding aims to set it apart from the main Norwich Union brand to appeal to its target audience.

Ex Time, a watch brand, has been launched by the founders of the Extreme Sports Channel. It bills itself as the 'bad boy of watch brands' and includes timepieces that are designed to clip to belts, with features including a fold-out knife.

IVCC, the anti-malaria and dengue fever charity supported by the Bill and Melinda Gates Foundation, has overhauled its brand identity as it seeks to raise its international profile. The work was handled by Forepoint and Stratia.

Energizer revamps top line

By Jennifer Whitehead

Energizer is relaunching the packaging for its range of high-tech batteries to capitalise on the growth of electronic devices that require more power.

The redesign, which was handled by Leahy Brand Design, covers the Energizer Ultimate and Energizer Lithium variants. The packaging features silver fonts printed on foil packing, to create a premium look for the brand.

The revamp is intended to appeal to high-tech consumers, who require batteries with better performance to power devices such as music players and digital cameras, and differentiate them from standard alkaline batteries. Energizer claims that its



Energizer: premium-look packaging for longer-life battery range

Ultimate Lithium batteries can last for up to seven times longer in digital cameras compared with standard AA alkaline batteries, and five-and-a-half hours longer in MP3 players.

The worldwide battery market is forecast to grow by 7% a year until 2010, according to a report issued last year by World Batteries Marketing, spurred by demand for rechargeable cells.

Boke Boddin, Euro brand manager for Energizer said: 'The use of high- and high-tech devices on the increase, not just in Europe but worldwide, makes the importance of the right battery to power these devices vital.'

The value of the alkaline battery market doubled between 1999 and 2004, growth attributed to take-up of high-drain products, according to Mintel.

In the UK, Energizer's main competitors are Duracell and Panasonic, although there is also a significant market for retailers' own-brand batteries.

The revamped Energizer packaging will be rolled out across Europe.

Design choice

Audi R8



Simon Dodd
Chief executive, rla group

Unbelievable. Audi has designed a supercar. Everyone knows it makes quality cars, but the styling has always been a tad on the dull side of conservative. Enter the R8. This car stays true to the brand, but ticks all the exciting supercar boxes.

It is impressive to look at without being too frivolous. It is well built, with only 70 skilled workers on the production line. It is fast, doing 0-60 in 4.6 seconds with a top speed of about 186mph. And all the controls inside the car are within a 30cm reach of the driver. It does all this, but it's still an Audi, and unashamedly so, meaning it will do wonders for the brand and the rest of the range.

But will it open up a new audience? I'm not sure. Petrolheads are putting it against the Porsche 911, and it's certainly matched it in terms of performance and handling. But the 911 has always been thought of as the utilitarian supercar. Is there room for both? I hope so, because that's good news for the mere mortal petrolhead like me.

I can see lots of people talking to their bosses saying that they want a nice, safe and sensible company car from Audi. This one just looks a bit different. Well, it's worth a try, isn't it?



Design **In-house**

Stolichnaya picks in-store bar tie

Stolichnaya, the Russian vodka brand, is taking over the Fifth Floor Bar in market London department store Harvey Nichols in its latest stage of its multi-million-pound relaunch.

Tying in with the brand's 'Choose authenticity' strategy, Stolichnaya has tied up with Harvey Nichols to create a permanent Russian-themed bar.

The work includes the use of bold colours and geometric shapes in the design of the bar, Russian-style canapé menu, themed music, a 'toasting room' to educate drinkers in the etiquette of Russian drinking.

'Mixologist' Nick Straway has developed a cocktail list based on the theme of aromatised martinis using Russian ingredients, such as the rowanberry.

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