

Extend Fruit-Flavored Candy to a Lifestyle Brand



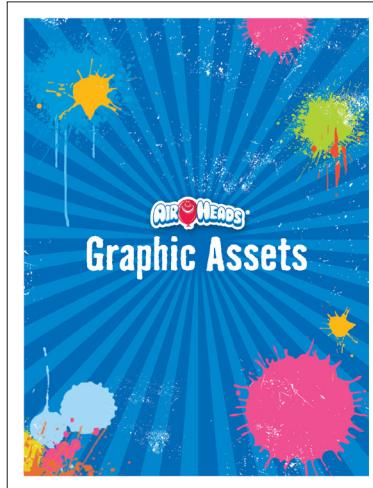
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Graphic Assets

Airheads Expressions

Airheads expressions embody the brand's irreverence and playfulness, speaking directly to its consumers. Expressions are used to create Placement Prints.

- Devour the Sour
- Vicious Chewilicious
- Brain Blastingly Bold
- Don't Fight the Flavor
- Twist. Chew. Repeat.
- Unwrap the Insanity
- Terrifyingly Tasty
- Good Flavor, Bad Behavior
- Planet Sour
- Explode Mode
- Shock Your Tongue – Blow Your Mind



Graphic Assets

How Graphic Assets are Created

On the following pages you'll find Airheads graphic assets to use in licensed product and packaging. This page shows how the graphics were conceived and how they relate to one another.

Icons

- Icons are the foundations of the Airheads collection. They are simple in conception but have major color assets, creating a proprietary brand element. Dots, Balloons Gray, Icons express exactly the brand essence. In this case, the Airheads Name assets embrace the world in an explosion of energy.

Placement Prints

- Placement prints are icons with phrases.
- The placement print is the specific tie-in to the consumer about the brand. In this placement print, "Blow Your Mind" is integrated in the icon.
- Icons include lots of Airheads expressions as they are.
- Stylized elements can be slightly rearranged to create a more sustainable visual solution. In this case, the Airheads logo was moved from its original position.

Patterns

- Icons and Placement prints can be used to generate patterns.
- In this case, the icon and the Airheads logo escape to the pattern.
- The direct correlation of Icons, placement prints and signature patterns given unity to the collection so you can easily mix and match assets when applied to products.

Graphic Assets – Teens Demographic

Placement Prints

Product Inspiration

Product Inspiration

Bath Gel Line – Custom Packaging

Airheads Logo: The logo has a high prominence in the top portion of the bottle.

Graphics: Each bottle is adorned by an Airheads graphic in a color to match the flavor.

Product: The bath gel contains airless reservoirs that explode into a colorful foam when used.

Containers: Containers are designed with rounded and angular shapes to create a sense of personality. One methods chose the bright bath colors.

The Line: The name of the line "Airheads Bath Gel" carries the irreverent and playful tone of the brand.

Type-graphy: The flavor names are a direct pick-up from the Airheads packaging: the airless reservoirs. The same line is found in Bathhouse Gold.

Packaging and More

Backer Card – back

Logo Placement: Place this same size and position from the front of all packages.

Brash Background: Reuse this graphic for the back of packaging.

Crazily Scented Pens: This copy talks about the product features. Copy for features:
• Product feature here
• Product feature and some here
• Product feature here

Did You Know? This fact box delivers the consumer facts connected to the Airheads brand. Contact: [Redacted] Group to obtain a selection of facts for your product name. Please change the "Did You Know" box to reflect your own facts.

Web Drive: Use the links to direct consumers to the Airheads website.

Licence Logos: Please note that the license logo next to the UPC does not display legal copy smaller than 5 points.

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