

PACKAGING SHOWCASE

VERSION
PS 11.12

WONDEREIGHT



ATIBAIA WINE

CLIENT
ETS. MASSOUD

TASK
**PACKAGING
DESIGN**

REGION LEBANON

TASKS
FLYERS
MERCHANDISE
UNIFORMS

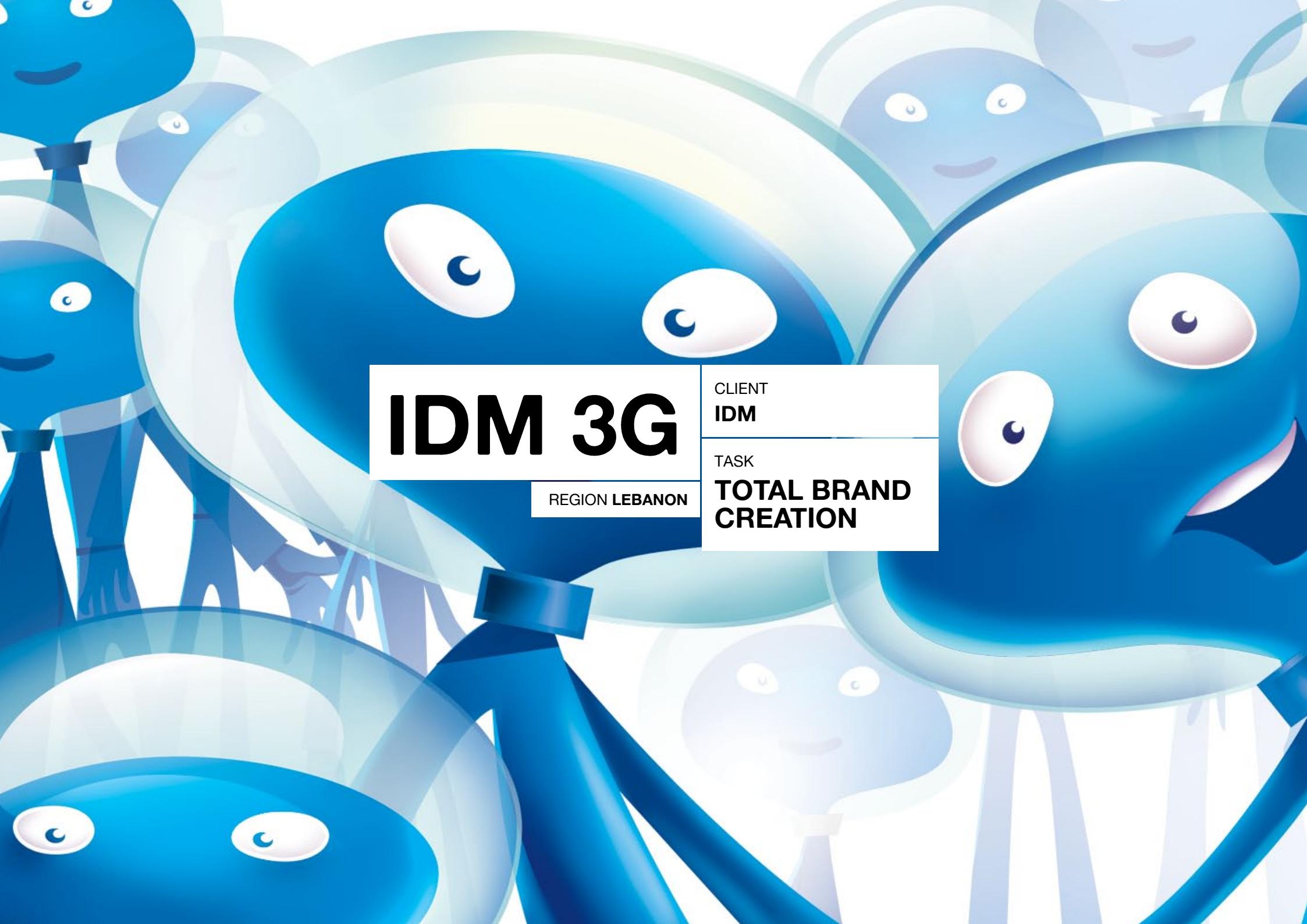
LOGO
COPYWRITING
PACKAGING

EVENTS
WEBSITE
PHOTOGRAPHY





Atibaia is a refined and distinguished Lebanese wine with lots of character and aromas. We were approached by the client to create an identity that focuses on the locality of the wine but speaks to international tastes. We went for a bold yet minimalistic label design, working closely on all the details with the client to bring forth the delicate and intense persona of Atibaia's wine.



IDM 3G

REGION LEBANON

CLIENT
IDM

TASK

**TOTAL BRAND
CREATION**



MEZZA

REGION
UNITED STATES
OF AMERICA

CLIENT
CLUSTEROODS

TASK
**PACKAGING
DESIGN**



A close-up photograph of a dish of rice with dried shrimp and a dark sauce.

MAGIC CHEF

REGION INTERNATIONAL

CLIENT
MANYFOOD

TASK
**PACKAGING
DESIGN**





FLUFFY

REGION MIDDLE EAST

CLIENT
AXIS CAKES

TASK
**PACKAGING
DESIGN**



ALAIA

REGION LIBYA

CLIENT
HB GROUP

TASK
**TOTAL BRAND
CREATION**

TASKS

COPYWRITING
PACKAGING
BTL MATERIAL
NAMING
LOGO
SLOGANS

MARKET STUDY
POS MATERIAL
PHOTOGRAPHY





BEY's business, based on sound human values and principles, is Libya's number one FMCG distributor and had more than 80% of the shelf space. When the time came for them to create their own brands they commissioned WonderEight to do it: Creating brands through private labeling. This project's experience was thrilling as W8 were there from the beginning, it's like assisting to the Big Bang, creating a mother brand (Alaya) and three sub-brands (Alaya, Masoud and Formula) for more than twenty different products.

Libya is also opening to the worldwide markets, and the challenge was to adapt new products to their culture. This is where WonderEight's multi-cultural skills came into play. Libyan consumers were looking for something new they could also relate to. Knowing that there is no one single product for everyone, WonderEight worked hard to keep Bey's motto: bringing the best and most relevant products to people, wherever they are and whatever their needs, with a deep understanding of the local nature of food: Bey's products are tailored to suit tastes and habits wherever you are.

DIVERSE
PACKAGING



VIEVERTE
COMPOST BAG

CASTANIA NUT BOUTIQUE
COFFEE PAPER BAGS
STARBUCKS NUT BAGS

FRENCH BAKERY
CROISSANT BOX

ORIGAMI ACADEMY
KIDS MEAL



THE SECRET RECIPE:

CREATIVITY

CROSS-
CULTURALISM

COST-
EFFECTIVENESS

CREATIVITY

Within W8, we have the most expansive cross-disciplined creative capability of any agency in the world. Some of the skill sets range from industrial designers (environmental and product designers) to graphic designers, writers, filmmakers, theatre people, artistic directors, architects, interior designers, and interactive designers.

You name it, we have it. This is the most exciting thing that we do. Cross-Culture: Based in Beirut, the world's most multi-cultural city, and operating worldwide, we're a world agency for world brands: cross-market, cross-cultural and cross-disciplined. Cost-Effectiveness: W8's pricing strategy is to always stay competitive and be affordable to small and medium enterprises. Our boutique-style structure operates on logical costs.

WHAT DO WE DO?

Brand creation, logo and corporate identity, brochures, posters, product packaging, stands, copyrighting, signage, decoration, communications, campaigns, events. And through W9: cd-rom presentations, websites, interactive media, screensavers and Flash games, illustrations, character design, storyboards, animatics, 2D, Cel and 3D animation, TV habillage and special effects.

How and Where do we work?

We work on a project basis worldwide. We don't pitch. We prefer to spend the time getting clear on what needs to be done, and designing a process to deliver success.

All project-related documentation, including strategic and creative IP and admin, is updated and uploaded online on our secure online file centre, enabling both the team and the client to access content at any time, from anywhere. As a world agency, we employ the latest and most efficient multi-party, multi-market communications infrastructures, like video conferencing and VOIP, all designed to increase touch time, and lower travel time.

Our studios are located in Berytech, a state of the art Technological Pole in Beirut Lebanon, with fully equipped offices, including high internet bandwidth and high-speed networks. Inside the Pole, we work closely with all companies in the CG field, from Telecine to chroma-shooting rooms, editing suites and sound studios.

WHO OWNS W8?

WonderEight is 100% independently owned and operated by the two brothers: Boudy and Walid Nasrala.

The people working with us are all beneficiaries of our success at multiple levels, which adds to our stability and sense of unity. Our international Financial Advisers, Camperio, and investors, are helping us build not only an innovative business, but one leading in its process & performance at every level.

Managing Partner
Boudy Nasrala
boudy@wondereight.com
M +961 3 612992

Creative Director | Partner
Walid Nasrala
walid@wondereight.com
M +961 3 777235

WonderEight
T +961 4 533040 ext. 2112
F +961 4 533040 ext. 2116
P.O. Box 11-7503
Berytech Technological Pole
Mkalless - Beirut
LEBANON

OUR CLIENTS



ATIBAIA



Masoud
مسعود

Alala

French Bakery

mezza®
MEDITERRANEAN
DELICACIES



Castania®
Nut Boutique

FORMULA

ASPASUC
Sugar Free

Cheetos®
BRAND

Frito Lay™
food for the fun of it!™