



Monster (Hansen) Beverage Company launches “ACE ENERGY”

Monster (Hansen) Beverage Company hires Flowdesign to develop its new energy drink “ACE ENERGY”.

After multiple design concept directions, Monster beverage narrowed the selection to World War II bomber style art. The cans background represents the outer metal shell of a bomber plane including rivets, bomber paint and bullet holes. Each flavor depicts a different pinup girl similar to the style of art found during that era.

flowdesign

www.flow-design.com

248-349-7250