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Hansen Beverage Company launches “VIDRATION”



Hansen Beverage Company hires Flowdesign to develop its new vitamin enhanced water drink “VIDRATION”.

After considering multiple design options, Hansen Beverage selected a simple modern graphic affixed to a modern cylindrical bottle shape. The clear pressure-sensitive film reveals the product’s vibrant coloring and touts an eye-popping brushed metallic wrap that features a knocked out “V.” The clear labels and tall cylindrical shape also reinforces the beverage’s “zero calories” benefits.

“The challenge the Vidration project presented was in developing a brand identity that is singular and stands out from the copious selection of vitamin-enhanced flavored waters. Most new brands in this category try too hard to look like the category leaders. We wanted something different, and as the design process progressed, we came to the conclusion that less was more,” says Dan Matauch, president and creative director for Flowdesign, a Detroit-area brand identity and package design firm.

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