

**CLIENT:** Aliph    **PROJECT:** Jawbone

# From Geek to Chic

## STRATEGY:

Design an industry-changing product and develop a cohesive brand and distinctive design language to apply to product, package, logo, collateral, website, marketing and in-store displays.

## BRAND:

Create a brand focused around the innovative union of technology and design including logo, product, packaging, UI, POP, print collateral, and photography.

## PRODUCT:

Design a first-of-its-kind product which combines breakthrough noise cancellation technology with high design, a true departure.

## PACKAGING/COLLATERAL:

Extend the innovative nature of the headset into the development of packaging and brand to cement a total brand experience centering around the consumer experience.

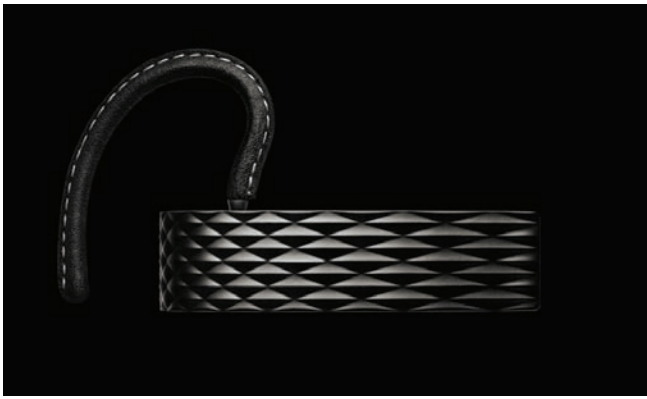
## RECOGNITION:

- UK National TV, The Gadget Show – ‘Best Bluetooth Headset’, 2008
- Spark Award – Gold Award, 2008



*“fuseproject has played a pivotal role in Aliph's innovation since we started building our own products”*

➤ *Hosain Rahman,  
Aliph CEO and Co-founder*



## THE BACKGROUND

### *From Geek to Chic*

New technologies are generally direct responses to perceived problems. But technological innovations rarely take into account the broader questions of lifestyle and usage. Consumers like technological breakthroughs, but only true tech-geeks make purchasing decisions based exclusively on innovation. The rest of us care about looks and functionality, ease-of-use and “coolness.” That’s why, when a product brings aesthetics and technology together, it can become a sensation.



## THE STRATEGY

### *Why Be Ugly?*

Jawbone, a leading developer of mobile audio products, understood that noise reduction and comfort were the critical functional elements for hands-free devices. What fuseproject brought to the table is the notion that technological accessories make an aesthetic statement about the end-user. A successful device should be technologically superior as well as aesthetically appealing. This is the inspiration for the critically acclaimed Jawbone Bluetooth headset and it is the underlying message of the Jawbone brand. The Jawbone, through its design and innovative technology, transformed consumer expectations for what Bluetooth headsets should be.



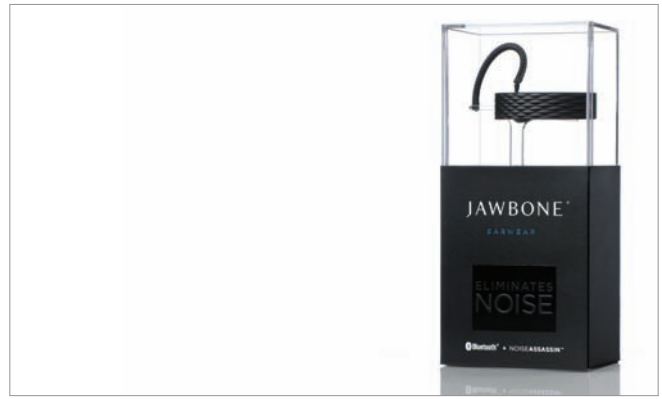
## THE DESIGN SOLUTION

### *Bling That Rings*

fuseproject was instrumental in the development of the jawbone headset and its brand. We had to make Jawbone successful in bringing its NoiseAssassin technology to the consumer market, and establish its core brand. fuseproject helped solidify the brand message by integrating all aspects of consumer touch points from product, logo, and packaging to marketing collateral, POS website and communications.

The new Jawbone headset is designed for maximum ease-of-use. Two streamlined buttons control all the functions of the headset and are discretely hidden underneath the outside shield. The shield itself is textured in a sound reflective relief. Its unique surface plays with light so that as the user moves the device appears animated. The expressive, humanistic design makes the headset fully accessorized.

But the headset itself was just the first step in breathing life into the brand. To tell the story of functional luxury, we redesigned the logo and developed extensive brand guidelines. We provided art direction for the product photography and designed and produced the brand's print collateral. We also helped develop the PR strategy.



Finally, we designed a package that fit the brand story. To highlight the beauty of the device itself, the packaging functions as an encased pedestal above which the device hangs. Using a subtle yoke to hold the device in place, the Jawbone can be viewed from 360 degrees, giving it the feel of a sculpture in a gallery. And, because luxury should never be difficult, the packaging opens seamlessly, unlike the typical blister-packs other headsets come in.

## THE BUSINESS IMPACT

### *Good Noise*

The new Jawbone has won praise from critics and users alike. It has received numerous awards from the design and technology press including, the CNET Editor's Choice Award and an IDSA International Design Excellence award. Most importantly, it has become the best selling headset on the market today "fuseproject has played a pivotal role in Aliph's innovation since we started building our own products," said Hosain Rahman, Aliph CEO and co-founder. "We believe that the design exercise at every level of the new product development process is what allows great technology to be translated into complete product experiences for consumers. fuseproject instinctively understands this connection, designing products that are acclaimed for their visual appeal, comfort, and ease-of-use." That's music to our ears.