

# Atomic Floyd – In-ear headphones

World class audio accessories gets a visual boost with a new bold narrative



## Background

Atomic Floyd is a high-performance headphone brand founded in 2008 on the belief that superb performance and great style go hand in hand.

Made from metal and built for life, the hardwearing, precision-crafted British headphones produce acid sharp details, vivid mids, and bass like molten gold. Every note, every word and every pulse pops out with breathtaking precision.

(Below) Existing product range.



## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

Atomic Floyd is expanding its range of in-ear headphones to strengthen its positioning in the ultra competitive consumer electronics market and aftermarket for accessories.

After a painstakingly detailed design process a new Atomic Floyd product has taken shape. In preparation for launching the all-new in-ear headphone model HiDefDrum Titanium, Atomic Floyd requires a packaging design that blends in with the current range while integrating new unique details to make it stand out among others and have shelf appeal.



## Solution

As with previous projects over the years, Cultéva worked in deep collaboration with Atomic Floyd to identify the most valuable product stories and design an enriching visual narrative that presents the World Class high-fidelity audio earphones in a new and exciting light.

The design brief requested that the packaging would have shelf appeal in both Asia and Europe and have a first impression that resonated with the specialty accessories market. The sophistication of the product design and the technology has been carried over in use of color, graphics, illustration style and with the product nomenclature and also messaging statements. "Spectacular sound", "Made in metal", "Hardcore hardware". A focused effort went into arranging all the juicy content on the ten panels available.

While the box structure remained unchanged to merge with the established range, the graphics for the all new earphone was reworked into a sophisticated new aesthetic and the information graphics tell of a new and truly spectacular sound experience.