

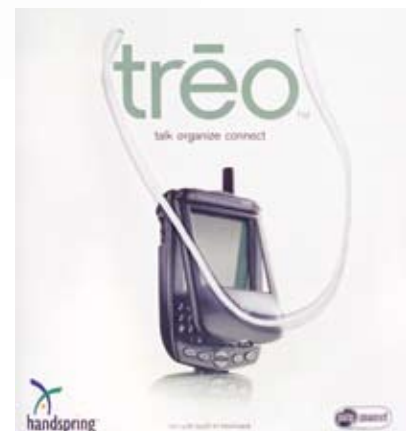
case study: Palm Treo

UpShift's innovative design helps Handspring "connect" with consumers for worldwide launch of Treo.



deliverables

- Treo packaging
- Tradeshow giveaways
- Retail displays



upshift

branding
design
advertising

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challenge

Handspring/Palm, the second largest PDA manufacturer, was in the process of launching a new Palm-powered phone product which allowed consumers multiple wireless features.

Meet Treo™—a unique hand-held product that, simply put, allows consumers to “talk, organize and connect” all at the same time. As a “smart hand-held telephone,” it had features for instant organization, email access and telephone connectivity.

At the time of its launch, this device along with GSM technology, was revolutionary in its industry and shaped the way for consumers and business individuals alike to stay in touch. Palm needed equally revolutionary ideas from creative partners to assist them with a smooth product launch.

We were selected by Handspring's ad agency to handle the rollout of Treo at the Consumer Electronics Show—and also shape their retail presence following the launch.

solution

We were selected for the assignment because of our innovative thinking on other lifestyle consumer brands including Motorola, Cingular and Weber. Additionally, we are known for working within highly defined brand standards, which Palm had, and also bringing cleverness and refinement to the solution.

To better connect with consumers and differentiate Treo from other devices, we moved the packaging upscale via modern sans serif typography and

product photography on stark white backgrounds. At the time, our approach was unique for electronics goods which typically had a “stockroom” appearance with plain, brown cardboard boxes.

We designed retail shopping bags, in-store signage, and point-of-purchase displays that presented Treo's ground-breaking features in a consumer-friendly manner.

results

Prior to the launch of the Apple iPhone, the world has never seen such a robust and exciting debut of a consumer communication device.

Our packaging design, in-store materials and launch promotions helped build this excitement which led to promising initial sales numbers.

The retail packaging solution, award-winning in design, was also very cost-efficient using existing tooling and manufacturing capabilities in a relevant and timely execution. Additionally, we were lauded for the use of recycled materials long before other companies were exploring eco options.