



Press Release

FOR IMMEDIATE RELEASE

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GIRVIN + kajeet® = Something to Talk About

GIRVIN Brings Talk-Worthy Appeal to Tween-Tested, Parent-Approved Cell Phone Service kajeet®

New York, NY, August 30th, 2007—“Use it for talking, use it for texting, use it for sharing, use it for playing... **use it for good.**™” Strategic brand design firm **GIRVIN** recently completed an intensive brand development positioning for Tweens. **kajeet®**, the name of a new “pay-as-you-go” cell phone plan for kids ages eight to fourteen, allows families to create a customized mobile phone service as unique as the child who uses it. Through a quirky, likeable personality affectionately named **kj®** and a “sweet-suite” of features including time, contact and feature managers that allow parents to determine when and how the phone is used, **kajeet** is the first cell phone service hip enough for tech-savvy kids and wholesome enough for parents.

Inspired by surfing, skateboarding and tech-savvy kids, GIRVIN created “**kj**,” (Kay and Jay) a brand spokes-hero that GIRVIN designers **Alex Williams** and **Cristina Espinosa** call “the perfect 12 year-old”, a cool, yet approachable kid “that other kids look up to and emulate — the kid that adults enjoy having around.” **kj** is, Espinosa remarks, “stylish, perceptive, street-smart, an explorer.” **kj** the character and **kajeet** the service fulfill the needs of parents and kids when, as Williams describes, “parents and family still play a really active and important part in the ‘tween’ life-stage.” Through hip and approachable language, eye-grabbing colors, a global wordmark, a brand spokes-dude **kj**, expansive patterning systems, cell-phone screens and a brand styleguide, the GIRVIN team designed an amazing visual platform to steward **kajeet’s** future calling.

The GIRVIN team took four months to develop a multi-faceted brand identity that began by leading **kajeet’s** management group through GIRVIN’s proprietary BrandQuest® immersion process to define **kajeet’s** core brand principles. Using the BrandQuest® outcomes as a foundation, Williams and Espinosa and the GIRVIN team built a multi-layered identity around **kj**, the character and **kajeet**, the wordmark. As Espinosa explains, “The **kajeet** identity is a

communication between the brand icon 'kj' and the expression of its wordmark. These elements form the hero identifier of the **kajeet** brand, the centerpoint for all things **kajeet**."

Using this centerpoint, Williams said, "GIRVIN designed a tween AND parent connective brand storyline, which was expressed through fashion apparel, sports-gear, messenger-bags, packaging, signage, electronics, environment settings...an incredibly rich threading of brand components." The Kajeet identity system is a practical yet fun mobile telephone service that is wholesome enough to get parent approval and hip enough to fit the tween lifestyle.

The **kajeet** service is available in conjunction with a range of phone models including the Nokia 6165i, LG LX150, and Sanyo Katana. **kajeet** offers an array of affordable pay-as-you-go rates for voice, text, picture and messages that require no long-term contract, activation fee or early termination fee. Additional optional features include **kajeet** wallpapers, ringtones, and games.

PHOTOS ARE AVAILABLE UPON REQUEST.

Key People

Cristina Espinosa, Operations Director / GIRVIN, New York

Alex Williams, Creative Director / GIRVIN, New York

GIRVIN (<http://www.girvin.com>) is a full-service strategic brand design firm with offices in Seattle and New York and affiliates in Paris and Tokyo. Clients range from the world's largest packaged-goods marketers to major Hollywood film studios. Clients include American Eagle Outfitters, Bloomingdale's, Callison Architecture, Canyon Ranch, Gucci Group, Johnson & Johnson, Kerzner International Resorts, Leviev, MGM MIRAGE, Paramount Studios, Nordstrom, Procter & Gamble, Starwood Resorts, Union Bay, Wynn Resorts, and Yves Saint Laurent.



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