



kajeet™

use it for good.™

Approach:

kajeet® is a blend of hyper-hip, tween focused, mobile communications technology with smart parental controls. kajeet had the name, the technology, the cell-phone connections... they asked GIRVIN to design how it would all look and link together with an essence that is emotive to tweens and parents alike.



Result:

Working closely with kajeet’s management group, GIRVIN lead the team from immersive BrandQuest® sessions that delineated the niche and nature of kajeet’s calling, through story and character development that included the design of a global identity mark expressive of techno-surf; emotionally charged - “use it for good” - brand spokes-dude named KJ®; wildly expansive patterning systems; wanna-wear-it apparel applications; gotta-get-it in-store merchandising; smart mobile phone screens and a succinct styleguide to steward kajeet’s future calling.

“It’s certainly exciting for all of us at kajeet! Keep your eyes out for kajeet — you should be seeing the logo that you designed more and more frequently as our business grows! Thanks for all your help in the very beginning of this excellent adventure.”

Leslie Adkins | EVP Marketing | Kajeet