

CATEGORY ANALYSIS: CONSUMER ELECTRONICS

> GRAPHICS REINFORCE IN-USE EXPERIENCE

T-Mobile partnered with Google on the launch of its G1 phone, which leverages Google innovations with the goal of accelerating mass adoption of the mobile Web (apparently, most people aren't currently accessing the Internet from their



phones). A vibrant mosaic of icons and imagery are printed on the inner box so that, as users slowly remove it, they create an “animated” effect visible through a die cut of the G1 logo on the outer sleeve. The final design comes together to showcase the “possibilities” of the new user web experience. (Brand and package design: Philippe Becker Design, www.beckersf.com)