AXIS is a new model of a smartphone being released by L7. The brand name, “L7”, stands for the Landsat Project. The Landsat 7 (L7) was the name of a spacecraft used to store electronic media. This project is significant to the identity of the brand because it used a series of satellites to gather Earth resource data.

The main goal of the project is data continuity. From an abstract perspective, the continuous data can signify the basic capabilities that one can gain from buying the L7 AXIS. Being able to receive images instantly, adds to the many innovative qualities of this smartphone. The model name, “AXIS” is represented in its simplest definition as a point around which everything revolves. This is the kind of mentality that L7 is trying to convey for this smartphone. It connects you to the web, to your friends, and everything you could possibly need from a phone, while having the sleek, sophistication that you deserve. AXIS caters to the high-end market while its primary goal is to lead the way in new technologies. L7 is the meeting point between high-tech and you.

Sustainable methods that will be used on the package include: the use of soy based inks, the use paper from the Sustainable Forestry Initiative, and the minimal use of materials and color. Our color palette is limited to Pantone 2587 U and Pantone Process Black. The innovative shape of our package allows us to pack more units per square foots, as opposed to a basic box.
L7 will focus on a strong image of innovation, quality, and value. In addition we will measure the awareness and respond in order to make adjustments to our marketing campaigns as necessary.

Our primary business targets are cell phone stores worldwide that are looking to expand revenue by selling L7 smart phones in a new and unique way. Our secondary business targets are mid-to mid-size corporations that want to help managers and employees stay in communication with $10-$50 million in annual sales. These are entrepreneurs and small business owners who need an all-in-one device for work and play.

Using product differentiation, we are positioning the L7 as a versatile, convenient, value-added device for personal and professional use. The marketing strategy will focus on the convenience of having one device for communication, but also music, pictures, and video, and full Internet access.

The L7 AXIS will be promoted as a futurist approach to an idea that is modern in design. Eye-catching displays will be found at all physical stores featuring the L7 AXIS to make the product stand out from the pack.

Many people want Internet, video, and PDA features in one device but aren’t willing to pay a high price. L7 will create a mass market version of the AXIS that resembles the limited edition package but is more reasonable in price. By flattening the opening door of the package, we are reducing the production materials and saving costs on shipping while allowing a greater amount of space. Along with that, the package will be a folding carton, only using one piece of material.
As technology advances and smart phones get cheaper, we have a great opportunity to target people who want entertainment. L7’s target segments consist of professionals, students, corporate users, and entrepreneurs. The AXIS would be beneficial from both retailers and consumers.

From a retail perspective, the package is easily stackable and is smaller in size than many phone packages on the market today. The smaller size will help in the lowering of production costs, as well as maximizing space on the shelf. The smart phone is secure inside the package because of the locking mechanism that holds the phone within the docking stand of the package. And lastly, it is unique in its overall structure which will attract consumers and result in a gain in revenue.

From the consumers perspective, the package provokes feelings of mystery, with the subdued, dark tones of the design. This theme of futurism also seems to be very popular within the past few years, as well as the many sci-fi movies that have gone down in history. Besides the design of the outside, the package has unique angles and opens like a spacecraft. The added feature to this limited edition phone is the charging dock that can be easily removed from the main package to keep.
INSPIRATION IMAGES

LIGHT BURST

VOW
ATLAS
MONTAGNE
RADONNEZ
CIRCUIT

AVANT GARDE

DESIGN IS BRILLIANT
MASS MARKET L7 AXIS DIESTRIKE

14.65" WIDTH
4.5"

7.0" HEIGHT

DEPTCH
3.0"

DEPTCH
3.0"

KEY

- CUT

- - - - SCORE

- - - - - GLUE

- - - - - - REMOVE

SUBSTRATE

International Paper
15pt C1S GLOSS
LD BLANK
23" x 29" 172lb

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