

Case Study



The Vines

**Campaign for the Worldwide Launch
of the Band's Debut Album**

Concept, Art Direction, Design & Illustration: karlssonwilker inc.

Commissioned directly by Capitol Records

Project:

Identity and campaign for the worldwide launch of a new band, The Vines, and their debut album *Highly Evolved*, for Capitol Records.

Goal:

To create a unique and ownable visual language that captures the spirit of the band's punk/alternative sound, to be used in all marketing, packaging and advertising.

Approach/Strategy:

To create an attitude more than just a style, we devised the use of hastily drawn red scratches (mostly executed over non-retouched b/w images) as the main visual key, in combination with a rough, unfinished hand-drawn logo and an overall "anti"-vibe theme, e.g. consistently scratching out Capitol Records' logo and credit lines.

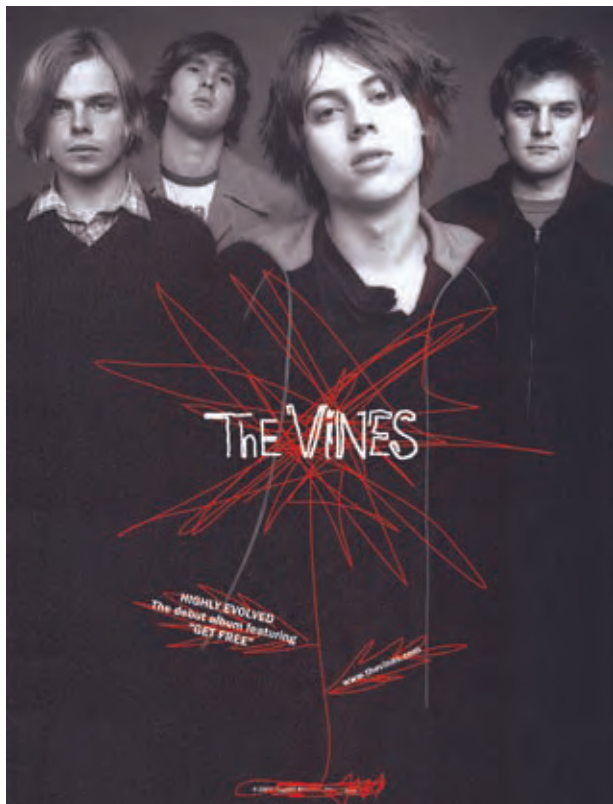
We were very conscious of not repeating and reusing designs we had previously used, to keep the campaign fresh and ever changing. Whether it was an ad, poster, button or a T-shirt, each was re-scratched and therefore became a new experience.

Outcome:

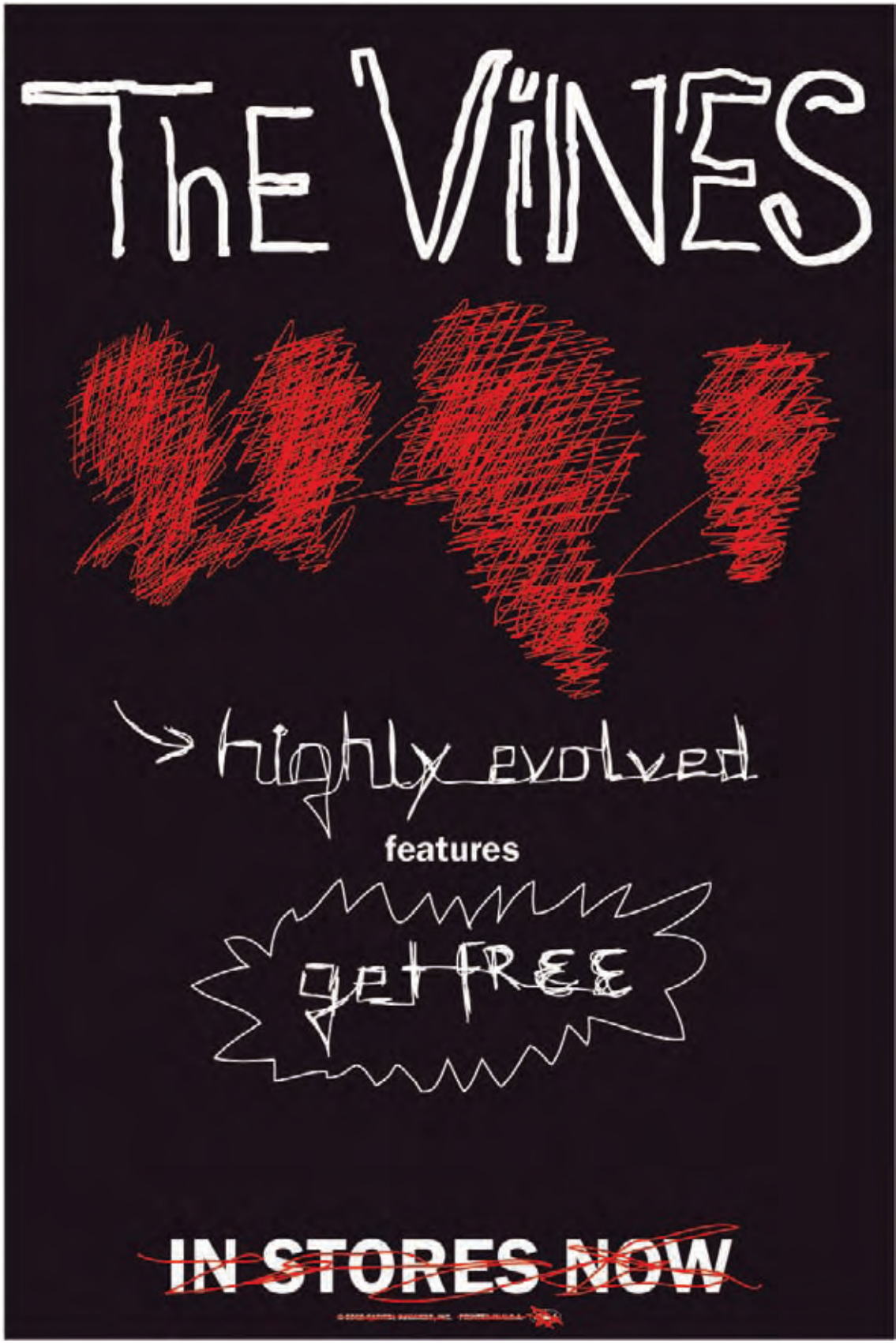
According to the riaa newsletter, "one of the most memorable and visible campaigns that year"; resulting in Gold® & Top Ten album in the US; double Platinum® in Australia; #3 UK album charts.

For more information, please contact
Louisa@ba-reps.com
T: 212 682 1490
www.ba-reps.com

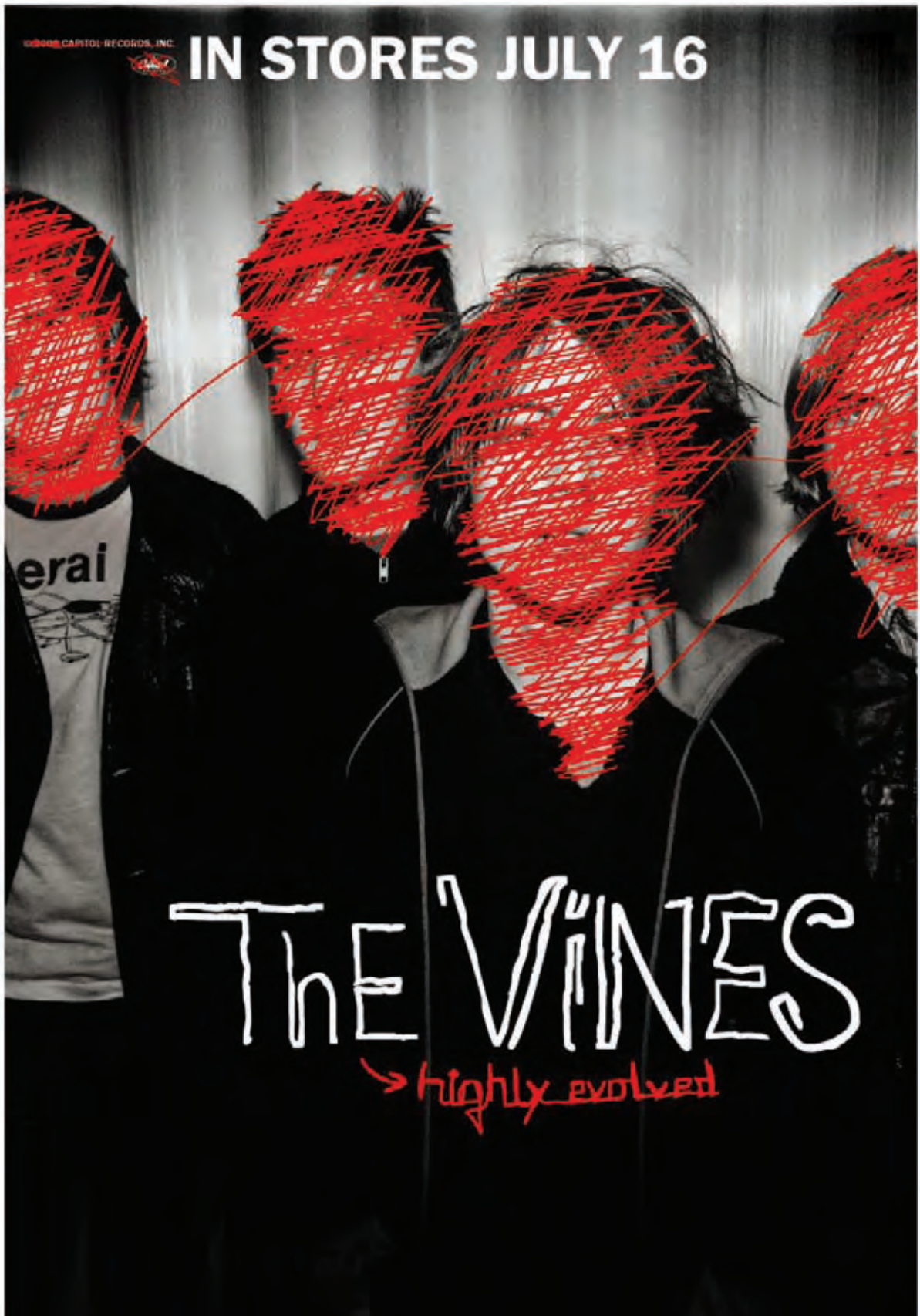




Ads, POS instore banner, poster (teaser)



poster (snipe)



magazine ad (full page)



Main album packaging, featuring the world's first ever commercially used printed-on shrink wrapping

