



**CASE STUDY:**

# DUAL ELECTRONICS CORP PACKAGE DESIGN



Dual Electronics, a leading manufacturer in the mobile electronics industry, partnered with evok to refresh its retail packaging and strengthen its brand presence across domestic and international markets. As the company expanded its reach into major retail chains and secured its position as one of the top six brands in its category, Dual recognized the need for a cohesive visual system that reflected its modern identity while appealing to a global audience.

Evok approached this challenge through research-driven design, conducting a comprehensive analysis of consumer buying behaviors, competitive packaging, and demographic trends. Our insights guided the development of a new packaging strategy that balanced aesthetic appeal with functional clarity—introducing trilingual copy and dynamic visuals that elevated Dual’s retail impact. The collaboration delivered packaging solutions that reinforced Dual’s leadership in innovation and design consistency across product categories, helping the brand stand out in a crowded marketplace and strengthen recognition among its core audience.

	<b>INDUSTRY</b> CONSUMER ELECTRONICS
	<b>AUDIENCE</b> YOUNG MALE BUYERS INTERNATIONAL AUDIENCES
	<b>CATEGORY/TACTICS</b> RESEARCH-DRIVEN PACKAGING DESIGN PRODUCT LINE DESIGN SHELF-IMPACT DESIGN MULTI-CHANNEL COLLATERAL

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## Digital Ads



## IDEAS.

Dual Electronics, a prime mobile electronics manufacturer based in Heathrow, FL and longtime partner of evok, needed updated packaging for all product lines to address their growth and extended retail reach.

The company's increased reach into top retail chains and international markets necessitated a major redesign to include trilingual copy, as well as new graphics to reflect the brand's status as holding the sixth largest market share in the industry.

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Print Collateral



**WORK.**

Following our research-based approach to effective design, we conducted an extensive study of retail packaging, and prepared a report for Dual based upon this research.

The study examined buying trends, competitor packaging and covered such areas as product demographics, color, layout and shape.

Supplying Dual with this exclusive report helped to ensure that the client knew upon what basis we were designing the packaging—that Dual would have a greater degree of comfort with our design proposals as the result of understanding the process. Using the principles outlined in our study, our creative team created several preliminary designs that were presented to the client.

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Tradeshow Display



## RESULTS.

Dual selected two complementary designs for separate product categories in order to give each category a distinctive identity that was still consistent with the overall brand identity.

The strong colors and clean graphics appeal to the 16 to 34 male demographic, and stand out from competing products on the retail shelf. The redesign also skillfully accommodates trilingual copy, avoiding a “crowded” appearance. All elements came together seamlessly to create the visual impact Dual wanted and needed.

## KEY TAKEAWAYS

Dual Electronics’ packaging redesign highlights the impact of strategic, research-based design in strengthening brand visibility across global retail markets. By leveraging data on consumer behavior and competitive trends, we developed packaging solutions that communicated innovation, clarity, and consistency across multiple product lines. The new visual system not only enhanced shelf appeal but also successfully incorporated trilingual messaging without compromising design integrity. This initiative reaffirmed Dual’s position as a leader in the mobile electronics industry and demonstrated our agency’s ability to translate market insights into creative executions that drive recognition, engagement, and long-term brand equity.