



## **BEE'S KNEES** ▲

**Designer: Designworks Enterprise IG**

Environmentally-friendly products, unlike orange vinyl and Cher, have successfully made the transition from Seventies hippie to Noughties hip. And leading the way is New Zealand-based B\_E\_E (Beauty Engineered for Ever). The company's goal is to make environmentally-sound products so desirable that people simply can't resist them. While word-of-mouth indicates this has worked with punters, recent awards programmes have given the brand more formal recognition. As well as winning an award at the 2004 Design Week Awards (UK), B\_E\_E has also received a highly commended for its innovative packaging at the BeST awards. Designworks Enterprise IG created the packaging and brand strategy for the B\_E\_E range, which includes dishwashing liquid, surface cleaner and delicate laundry liquid. The packaging features a range of pick up lines, from "trust me with your delicates" to "I love your top" and the accompanying ad campaign featured romance novel- inspired imagery. For more information, visit [www.beautyengineeredforever.com](http://www.beautyengineeredforever.com) or [www.bestawards.co.nz](http://www.bestawards.co.nz)

**WHAT DID IT WIN? HIGHLY COMMENDED IN THE GRAPHIC DESIGN/PACKAGING CATEGORY AT THE 2004 BEST DESIGN AWARDS**