

# ESTUDIO MARISCAL

PRESS KIT

## CAMPER FOR KIDS

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Overall management of the brand image,  
packaging, communication and website.

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**We invented a new brand territory to connect with a more intuitive, creative, transgressor public.**

Camper has created a new product line for children. The strategy adopted to construct its image and communication was aimed directly at children, considering them to be intelligent subjects who are more intuitive and much more creative than adults.

To connect with them, the brand was situated in their territory, in a chaotic, transgressor, absurd universe which only children are able to interpret. Therefore, the complicity that this visual language establishes between the product and its receiver is immediate.

Since it was created, Camper for Kids has placed its trust in Estudio Mariscal and is growing at an incredible rate.

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Overall management of the brand image, packaging, communication and website.

**client** Camper

**country** Spain

**year** 2005-2011

**tags** image and communication , web and interactive , comunication , posters , characters , packaging

**related projects** the law of children and adolescents, mariscal en la pedrera, sant joan de déu hospital, julián. magis, chest and nest. magis

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Extraordinary Crafts blends unique creativity with premium execution, relying on our 130 year-long tradition in footwear making excellence to inspire continual innovation of design and technology.

**GAMPER** EXTRAORDINARY CRAFTS  
CREATIVE QUALITY & QUALITY EXECUTION









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