



RSL COM

prepaid phone card packaging

Position prepaid telephone cards for established and potential new markets.

Conventional size phone cards are too small to hold the information that now needs to

be retained with the product.

The folding format provides more graphic space for instructions and feature information. With use, this format provides repeat impressions of advertising and promotions, brand or sponsor identity.

The package is a simple piece of paper board that folds to credit card size. The unfolded package provides for a highly visible billboard in retail environments.

The distinct shape makes the product memorable and gives uniform identity to the product line. For house brands, visual references are to the stripe and handset motif of the RSL COM corporate identity. The logo is used as an endorsing authority.



Front of generic package. Scale: 66.6%



Back of co-branded package with mag stripe and promotion. Scale: 66.6%