CRICKET COKE



Properties list:

end-user packaging
single product
new product
soft drinks
folding carton
bottle
opaque
identity by typography
identity by system of colour
identity by abstract shapes
glass and ceramics

From The Powell Rogers Project site: "To introduce to world's first green tea cola, we created the name, brand identity, packaging and launch strategy. Cricket now has a significant following and can be found in stores up and down the West Coast."

Reference: http://thepowellrogersproject.com/cricket.html

Credits:

Country: _

Agency: The Powell Rogers

Project

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