CLEARSPRING ORGANIC FRUIT PUREE DESERTS



Properties list:

end-user packaging range of products update fruit and vegetables labels and sleeves cardboard and paper well-being natural photo to describe identity by photo information about content

As the currency of organic increases, brands look to widen their appeal. Mayday used natural photograhy to emphasize fresh fruit ingredients and help Cleanspring get listed in two major supermarkets.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Agency: MayDay

Other images: