THE ECONOMIST PIZZA BOX



Properties list:

cardboard and paper packaging as a new medium limited edition packaging information accessibility end-user packaging range of products extra-use of packaging new product pizza bakery and bread box folding carton infographics contemporary unusual visual association identity by colour

The Economist wants college students to learn more about global affairs while eating pizza. The publication's new brand boxes use pie charts to express statistics on global wheat consumption, arable crop land, and cheese imports, as part of their "get a world view campaign". The boxes are distributed nearby Philadelphia-area college campuses.

Reference: http://slice.seriouseats.com/archives/2008/10/the-economist-pizza-boxes-pie-charts.html

Credits:

Country: United States of America

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Agency: BBDO New York

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Other images:





