## HORLICKS



## Properties list:

end-user packaging new product coffee, tea and infusions identity by illustration identity by typography labels and sleeves can and tin flacon range of products plastics

Repositioning a much-loved brand to capture the magic of sleep for a new generation of drinkers under 30's who haven't grown up with the brand. Providing a clear platform for innovation into Extra Light and other variants.

Reference: www.bloom-design.com

Credits: Country: UK, London Agency: Bloom Other images:



