BURN ENERGY DRINK CAN



Properties list:

single product
end-user packaging
new product
sport and energy drinks
can and tin
contemporary
metals
identity by illustration
identity by colour

The flame on the package was conceived to express the brand positioning: "Burn - the intense energy drink that fires up your senses and opens up the magic of the night". The flame works as a powerful icon to leap over language barriers and seize consumers' interest.

Reference: http://www.ergo-id.com

Credits:

Country: United States of America

Year: 2002 Agency: Ergo ID User: Coca-Cola

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