## **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 Other images: