BEAST EYE ENERGY DRINK



Properties list:

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

The design of this can is particularly aggressive: a big black and red roaring ?beast? covers the whole height of the white can, creating a high-contrast image that reflects the characteristics of the product (an energy drink) as well as its dynamic target.

Reference: http://www.iplusdesign.jp http://www.beasteye.com

Credits:

Country: Japan Year: 2008

Agency: I+PLUS DESIGN

Award: Pentawards Gold Award "Beverages: Functional Drinks", 2009

Other images:



