

ICA JUICE



Properties list:
end-user packaging
range of products
juices
new product
gable top
identity by typography
contemporary
polylaminated
photo to describe

The Swedish food retail brand ICA's private label stands for high quality at a reasonable price. The project aimed at communicating freshly squeezed juice in a way that differed from international and Swedish brands and capturing the essence of the ICA brand: modern and inspiring. Through a photographic language, a little story is told around the carton: from the fruit to the juice glass.

Reference: <http://www.silver.se>

Credits:

Country: Sweden

Agency: Designkontoret Silver KB

Award: Pentawards Gold Award "Beverages: Distributors/retailers own brands", 2009

Other images:

