DOKTOR MÖLLER'S QUITTENFEINBRAND (DOCTOR MO ELLER'S QUINCE BRANDY)



Properties list:

unit dose packaging unusual structural association adults end-user packaging single product new product alcohols and spirits vial folding carton glass and ceramics cardboard and paper medical ironic contemporary

Every year Dr. Möller produces a very exclusive and award-winning quince brandy. The pac kaging idea underlines the exclusivity of the product and also serves as a humorous sign of the manufacturer's distrinctiveness idea that would play on the duality betweeb the producer's two professions - doctor and distiller - in a charming way. The medical aspect of t he brand name makes the packaging look more like a modern cure-all than a liquor.

Reference: http://www.serviceplan.de/nc/en/creativity/fields-of-work/awards/campaign/quittenfeinbrand/1.html

Credits:

Country: Germany Year: 2009 Agency: SERVICEPLAN User: Distillery Moeller

Award: Bronze Cannes, 2009

Other images: