## **MARINELLA "MI AFFIDO A TE"**



## Properties list:

packaging as a new medium adults end-user packaging milk update extra-use of packaging range of products gable top cardboard and paper contemporary

Marinella Spa produced an information campaign about custody of children: through milk cartons the user comes to know the reality of custody and finds all the information about the socio-sanitary District. The slogan is "Mi affido di te: Aggiungi un sorriso alla tua tavola" ("I entrust myself to you: Add a smile to your table". "Entrust" and "custody" in italian correspond to the same word and table refers to the moment of a meal) and brought custodies to increase of 80%.

Reference: http://www.miaffidodite.it/miaffido/

Credits:

Country: Italy Year: 2012

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