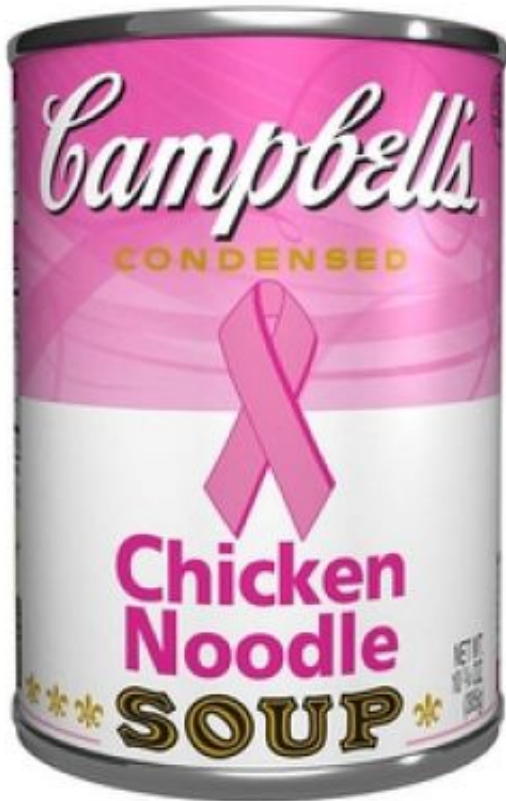


# CAMPBELL'S PINK PACKS

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## Properties list:

packaging as a new medium  
limited edition packaging  
women  
range of products  
extra-use of packaging  
update  
soups and ready-meals  
bakery and bread  
pouch  
can and tin  
metals  
cardboard and paper  
end-user packaging  
contemporary  
identity by illustration  
identity by colour

Campbell Soup Company will be lining grocery store shelves nationwide this October with its limited edition pink and white cans of condensed soup in support of National Breast Cancer Awareness Month.

Also Pepperidge Farm, a subsidiary of Campbell Soup Company, produced a pink cookies pack to show support for Susan G. Komen for the Cure®.

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Reference: <http://news.pepperidgefarm.com/pr/prf/pepperidge-farm-milano-cookies-172777.aspx> ;  
[http://www.breastcancer.org/about\\_us/press\\_room/press\\_releases/2007/campbells\\_soup\\_changes\\_colors](http://www.breastcancer.org/about_us/press_room/press_releases/2007/campbells_soup_changes_colors)

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## Credits:

**Country:** USA

**Year:** 2010

**User:** Campbell's

Other images:

