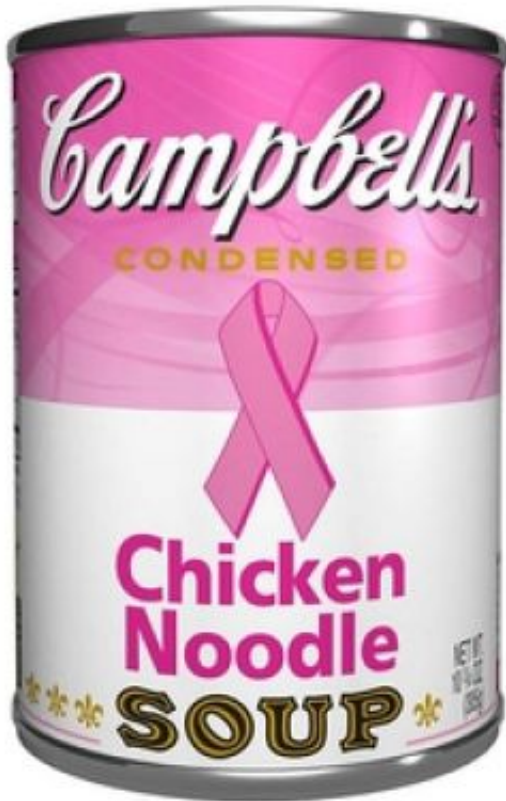


CAMPBELL'S PINK PACKS



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®.

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

Credits:

Country: USA

Year: 2010

User: Campbell's

Other images:

