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:

