

EARTH HOUR



Properties list:

limited edition packaging
packaging as a new medium
end-user packaging
range of products
extra-use of packaging
update
brick
milk
cardboard and paper
contemporary
unusual visual association
identity by illustration
identity by colour

Swedish advertising agency Milk has turned the classic white Arla milk carton black. It is a campaign for WWF's Earth Hour. A worldwide event encouraging people to raise environmental awareness by turning off the lights for one hour.

Reference: <http://lovelypackage.com/arla-milk-wwf-earth-hour/#more-3922>

Credits:

Country: Sweden

Producer: Arla

Other images:

