EGGS FOR SOLDIERS



Properties list:

packaging as a new medium end-user packaging single product extra-use of packaging new product dairy, eggs and cheese other shapes cardboard and paper mass-market contemporary unusual visual association textured identity by colour

15 p from the invoiced price of each product will be contributed to help for heroes trading limited which gift aids all its taxable profits to help heroes. In this case the packaging becomes a medium to encourage people to spend money in charity.

Reference: http://www.eggsforsoldiers.co.uk/

Credits:

Country: UK Year: 2011

Agency: Springetts Brand

Design

Other images:

