



Properties list:
end-user packaging
single product
new product
soft drinks
brick
polylaminated
identity by typography

ADEZ Pearlfisher's packaging for Unilever's fruit and soya drink brand Adez was designed to be lively and vibrant. Adez Beverages was designed by the ever-creative Pearlfisher. In their words: "For many brands, the increasing importance and influence of the body will mean a greater focus on health. That's why our friends at Unilever in Europe have decided to launch Adez - a blend of fruit juice and soya that helps keep our body strong. Pearlfisher's packaging design is inspired by the spirit and vibrancy of Latin America, where the drink is an enormous success, and suggests an approach to health that is based on enjoyment rather than sacrifice. Presented in lively bright colours with fruit illustrations, our packs are just as mouthwatering as the drink"

Reference: [Arts Project Packaging Design, n° 109 - April, 2008](#)

Credits:

Country: United Kingdom

Year: 2006

Agency: Pearlfisher

Designer: Jonathan Ford

Other images: