

# 8TH CONTINENT SOY MILK

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## Properties list:

information about content  
packaging as a new medium  
design for all  
kids  
end-user packaging  
range of products  
extra-use of packaging  
update  
milk  
gable top  
cardboard and paper  
playful  
contemporary  
identity by illustration  
identity by system of colour

"To let current and loyal fans know that 8th continent was getting a new look, we introduced a contest in which their children had a chance to be part of the change. We announced our "draw a sun" contest on facebook, twitter and banner ads, all driving to transition site.

Once on the site, consumers little tykes could draw and submit a friendly sun that if chosen (by votes or merit), could be featured on our new package. the winners would earn a place on our new cartons, along with \$1000 in art supplies for their school.

We then printed the winning suns on the back of bright and shiny new packaging.

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Reference: <http://www.8thcontinent.com/>

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## Credits:

**Country:** USA

**Year:** 2010

**Illustrations:** Ben Javens

**Design:** Erin Butner

Other images:

