8TH CONTINENT SOY MILK

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.

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

Credits:

Country: USA
Year: 2010

Illustrations: Ben Javens

Design: Erin Butner

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