BILL'S MILKSHAKES



Properties list:

gable top
milk
cardboard and paper
pop
playful
contemporary
identity by illustration
identity by system of colour
identity by textures and patterns
concept
range of products
end-user packaging

Some prototype packaging for Bill's Milkshakes. The agency took the Chocolate, Strawberry and Vanilla milk and gave them a huge overhaul: illustrations recall flavors of childhood using the soft and swooshy feel of traditional flavoured milk packaging without resorting to clichés.

Reference: http://www.ilovedust.com/project/view/Bills

Credits:

Country: UK Year: 2010

Agency: I Love Dust

Other images:

