

## Properties list:

gable top<br>milk<br>cardboard and paper<br>pop<br>playful<br>contemporary<br>identity by illustration<br>identity by system of colour<br>identity by textures and patterns<br>concept<br>range of products<br>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:



