KLEENEX PERFECT SLICE OF SUMMER



Properties list:

natural
ironic
contemporary
identity by shape
identity by photo
photo to evoke
identity by textures and patterns
cardboard and paper
folding carton
other non-food products
new product
range of products
end-user packaging

There's nothing more banal (hygienic and practical) nowadays than paper tissues. Kleenex has emerged as the uncontested leader in this field. Up to now, the boxes too were banal, at most decorative. But now Kleenex (Kimberley-Clark Corporation) has broken the code and offers a fresh combination of structure and graphics in perfect harmony, christened "perfect slice of summer." A triangular box superbly illustrated - by Los Angeles-based illustrator Hiroko Sanders - with juicy fruits, watermelon, orange or lemon that look enticing enough to eat!

Reference: http://hirokosanders.com/portfolio/food/page1/index.html

Credits: Year: 2009

Agency: Hiroko Sanders

Award: Winner of Pentawards 2009

Other images:





