

SMIRNOFF PEELABLE BOTTLE



Properties list:

- bottle
- box
- wood
- glass and ceramics
- playful
- hand-made
- contemporary
- identity by system of colour
- identity by textures and patterns
- additional structural elements
- labels and sleeves
- alcohols and spirits
- new product
- range of products
- end-user packaging
- adults

To launch the new formula of the flavors of Smirnoff Caipiroska, the Brazilian drink that is popular worldwide, design agency JWT created bottles with the texture of the fruit for the flavors lemon, passion fruit and berries and a diagonal perforation, so that consumers could feel the unique experience of peeling a drink made of fruit. And we even sent the bottles in wooden crates to a select mailing list, just like the fruits are transported in large produce markets in Brazil.

Reference:

Credits:

Country: Brazil

Agency: JWT

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Other images:

