## FESTINA PROFUNDO



## Properties list:

plastics
other materials
pouch
identity by packing process
identity by shape
transgressive
contemporary
transparent
end-user packaging
range of products
new product
clothes and accessories

Ralph Schroeder: "The quality promised by Festina Profundo is that this watch stays waterproof. How can such a claim be visualised in a packaging design that satisfies a demanding target group and demonstrates the quality of the product convincingly? The solution shows a highly vivid implementation: according to the motto "We believe in what we see", the packaging aims to have maximum transparency.

The watch comes in a transparent bag filled with distilled water, a striking and convincing packaging solution that demonstrates the advantage of the watch without the need for words. Featuring only the company logo and slogan, this packaging thus submits the product to quality control directly at the point of sale and serves as a mark of confidence at the same time. By being subjected to this visible test of endurance, the watch is able to immediately convince the customers of its particularly high quality".

Reference: http://www.behance.net/gallery/Festina-Profundo-The-Divers-Watch-in-Water-Packaging/6567471

## Credits:

Country: Germany

Agency: Scholz & Friends

Designer: Ralph Schroeder

Awards: 2012 IF P ackaging Design Award Gold, 2011 Red Dot Design Award Best of the Best / Grand Prix, 2011 Epica Packaging Design Gold, 2011 ADC Deutschland Bronze, 2011 ADC\* Europe Nomination

## Other images:

