

ARLA JIGGERS



Properties list:

- disposable packaging
- ready to use
- end-user packaging
- single product
- new product
- soft drinks
- tetra-pack
- polylaminated
- contemporary
- identity by shape
- opaque
- identity by textures and patterns

From Neumeister: "We make brands for a living. That means that we help clients turn ideas, products, services and companies into brands that truly work. We make brands stand out in cluttered environments and overloaded minds. We make brands emotional and meaningful to people. We make brands reduce costs, increase sales and build loyalty. We make brands work with the help of design, designers, design thinking and a full range of services. We believe that we have some of the world's finest makers of brands working for us. People working for Neumeister are all specialists, hand-picked for their creativity, dedication and experience. We like to keep the core team small and flexible, but we can easily dip into our pool of external resources if needed. In other words, we can handle virtually any type and size of project. Let one of our brandmaking teams create genuine value for you too."

Reference: <http://www.neumeister.se/projects/arla-flavoured-coffee-milk#>

Credits:

Agency: Neumeister

Designer: Arla Jiggers

Other images:

