## **EQUAL EXCHANGE**



## Properties list:

new product contemporary cardboard and paper plastics glass and ceramics confectionery and sweetness sauces and seasonings labels and sleeves pouch jar and pot bottle can and tin identity by typography information about content end-user packaging transparent range of products identity by system of colour identity by colour

From <u>Good Creative</u>: "Equal Exchange is a workers co-operative who bring the world?s fi nest organic and fairtrade products to the UK. With limited budget and no above the line support the packs have a huge job to do.

Our response was to use tongue in cheek copy to talk frankly to the consumer about the three main benefits of buying Equal Exchange products. With over 67 sku?s, it was a co pywriters nightmare to ensure every pack was not only different, but reflected each individual product."

Reference: http://www.good-creative.com/equal\_exchange.html

Credits:

Country: UK

Agency: Good Creative

## Other images:







