SUPERDRUG KIDS HAIRCARE



Properties list:

range of products
new product
cosmetics, beauty and toiletries
bottle
plastics
smooth
illustrated character
identity by illustration
identity by system of colour
end-user packaging
kids

Little monsters adorn Turner Duckworth's packaging for Superdrug's children's haircare range - a tongue-in-cheek reference to the little monsters hint at the fragrance of each product type: a two-headed monster for two-in-one shampoo and conditioner, a dripping three-eyed monster for after-swim three-in-one conditioning shampoo and body wash. Kids love the illustrations and the name connected with parents.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Agency: Turner Duchworth

Designer: David Turner, Bruce Duckworth, Sam

Lachlan

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