HAVENLY WINE

Properties list:

update
wine
bottle
glass and ceramics
ironic
minimal
transparent
identity by typography
range of products
end-user packaging

Uplifting brands use design to make their consumers smile, creating a more intimate dialogue and fostering greater brand loyality. For every bottle sold of Heavenly wine, five percent of the price is donated to the charity water aid. Turner Duckworth encapsulatedthis "wine into water" story in the "Drink Generously" branding - a witty message that avoids appearing too worthy

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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