TESCO KIDS

Properties list:

range of products
new product
labels and sleeves
bottle
folding carton
plastics
cardboard and paper
unusual visual association
opaque
identity by typography
illustrated character
identity by illustration
identity by system of colour
end-user packaging
kids

From Brandhouse site: Aligning conflicting audiences under a new brand - and getting kids to want what their mums know to be good for them - by telling a story about how Tesco is "Watching out for you".

Reference: http://www.brandhouse.co.uk/flash.html

Credits:

Agency: Brandhouse

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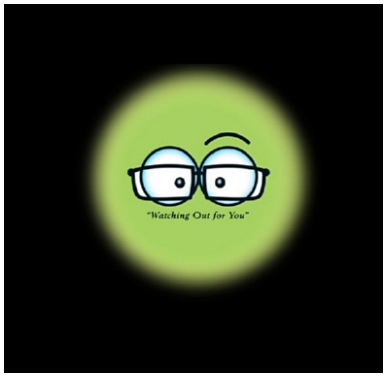

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