LITTLE DISH



Properties list:

reusability
information about content
kids
end-user packaging
cluster
soups and ready-meals
new product
range of products
illustrated character
identity by illustration
cardboard and paper
identity by system of colour

This packaging and brand identity was created by the agency Pearlfish for a new range of fresh and healthy hand-prepared food, sauces especially designed for children. The design aims to appeal to children for its soft storybook style, showing a range of characters that entertain and educate children about good eating; every pack even contains a picture to be coloured and the story of the character shown on the pack. Little Dish and Pearlfisher have won the New Brand of the Year (SME) award at the Marketing Society Awards for Excellence 2008.

Reference: http://www.pearlfisher.com/portfolio/littleDish.htm

Credits:

Country: UK
Year: 2006
Agency: Pearlfisher

Awards: New Brand of the Year (SME) award at the Marketing Society Awards for Excellence 2008

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1469

Other images:





This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1469