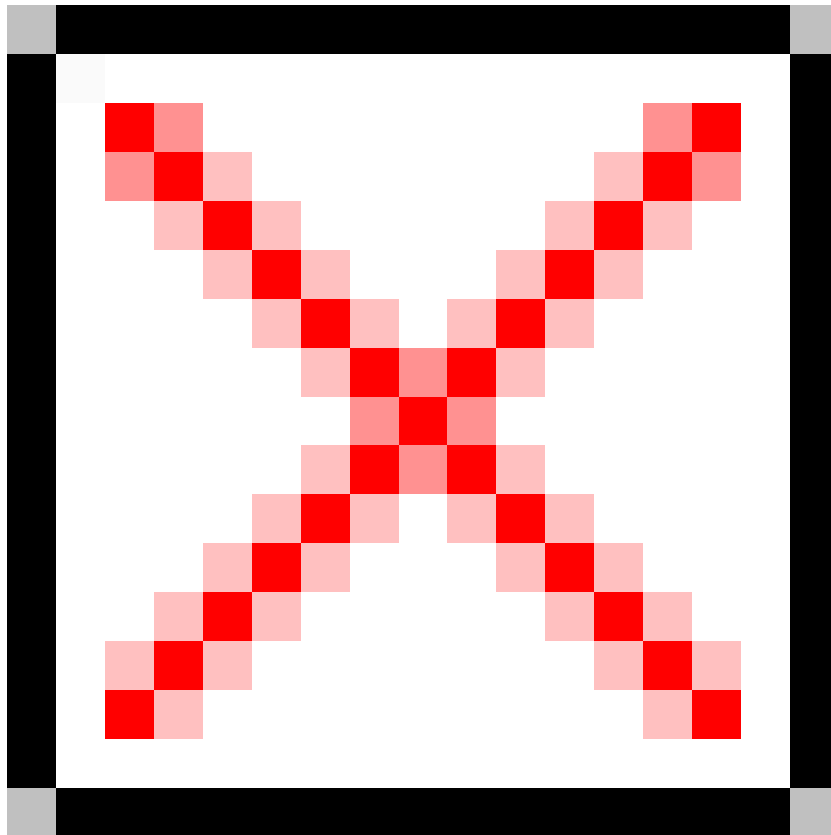


THE ECONOMIST PIZZA BOX



Properties list:

- cardboard and paper
- packaging as a new medium
- limited edition packaging
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- new product
- pizza
- bakery and bread
- box
- folding carton
- infographics
- contemporary
- unusual visual association
- identity by colour

The Economist wants college students to learn more about global affairs while eating pizza. The publication's new brand boxes use pie charts to express statistics on global wheat consumption, arable crop land, and cheese imports, as part of their "get a world view campaign". The boxes are distributed nearby Philadelphia-area college campuses.

Reference: <http://slice.seriousseats.com/archives/2008/10/the-economist-pizza-boxes-pie-charts.html>

Credits:

Country: United States of America

Year: 2008

Agency: BBDO New York

Designers: David Lubars, Bill Bruce, Kara Goodrich, James Clunie

Other images:

