DOKTOR MÃ–LLER'S QUITTENFEINBRAND (DOCTOR MO ELLERâ€™S QUINCE BRANDY)



Properties list:

unit dose packaging
unusual structural association
unusual visual association
adults
end-user packaging
single product
new product
alcohols and spirits
vial
folding carton
glass and ceramics
cardboard and paper
medical
ironic
contemporary

Every year Dr. Möller produces a very exclusive and award-winning quince brandy. The pac kaging idea underlines the exclusivity of the product and also serves as a humorous sign of the manufacturer's distrinctiveness idea that would play on the duality betweeb the producer's two professions - doctor and distiller - in a charming way. The medical aspect of t he brand name makes the packaging look more like a modern cure-all than a liquor.

Reference: http://www.serviceplan.de/nc/en/creativity/fields-of-work/awards/campaign/quittenfeinbrand/1.html

Credits:

Country: Germany
Year: 2009
Agency: SERVICEPLAN
User: Distillery Moeller

Award: Bronze Cannes, 2009

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