VLADIVAR

Properties list:

end-user packaging
update
alcohols and spirits
folding carton
cardboard and paper
transgressive
glossy
opaque
debossed, embossed
single product
identity by typography
identity by colour

Good Creative: "Vladivar operates in a particularly well contested sector and at their busiest time of year, Christmas, they needed to make an impact. It's party season for everyone, especially the young, so when we were gifted with LAD and DIVA in the brand name we knew we were on to a winner. A simple idea with huge campaign legs, unfortunately the budget could only stretch so far."

Reference: http://www.good-creative.co.uk/vladivar.html

Credits:

Country: UK
Agency: Good Creative

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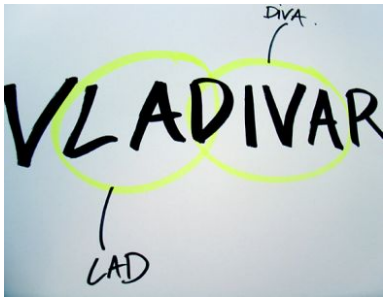

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