TEA FOR HEALTH

Properties list:

pouch
folding carton
cardboard and paper
transgressive
ironic
contemporary
die cut
identity by shape
identity by photo
coffee, tea and infusions
new product
single product
end-user packaging

Tea For Health is packaging designed by TBWA for the House Café in Istanbul, Turkey to a ssociate herbal tea with a healthy lifestyle. Creative cut-out images of people doing outdoor sports were attached to the strings of herbal tea bags. This product started as a promotional gadget but was so successful that the House Cafe considered selling it at markets throughout the city.

Reference:

Credits:

Country: Turkey
Year: 2008
Agency: TBWA

Designer: Gökhan Yücel

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