MARINELLA "MI AFFIDO A TE"



Properties list:

packaging as a new medium
adults
end-user packaging
milk
update
extra-use of packaging
range of products
gable top
cardboard and paper
contemporary

Marinella Spa produced an information campaign about custody of children: through milk cartons the user comes to know the reality of custody and finds all the information about the socio-sanitary District. The slogan is "Mi affido di te: Aggiungi un sorriso alla tua tavola" ("I entrust myself to you: Add a smile to your table". "Entrust" and "custody" in italian correspond to the same word and table refers to the moment of a meal) and brought custodies to increase of 80%.

Reference: http://www.miaffidodite.it/miaffido/

Credits:

Country: Italy
Year: 2012

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/2108

Other images:

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/2108