AL RAWABI DAIRY

Properties list:

end-user packaging
range of products
new product
milk
flacon
bottle
plastics
identity by shape

Al Rawabi's ambition was to introduce an innovative milk bottle range to the competitive middle east markets. Qualitative differentiation was the objective, which was created by designing a structural packaging experience with the view that the structure will become an iconic piece of packaging. Iconic packaging having characteristics so distinctive they provide identification that is evident through people's behavior.
PACKLAB took Al Rawabi's corporate and family philosophy "Pure Fresh Quality Everyday" and linked it with key stakeholders opinions, which in turn resulted in the USP: "Our cows are closer, our milk is fresher" theme.

Reference: http://www.alrawabidairy.com/eng/home.php

Credits:

Country: United Arab Emirates
Year: 2010
Agency: Packlab

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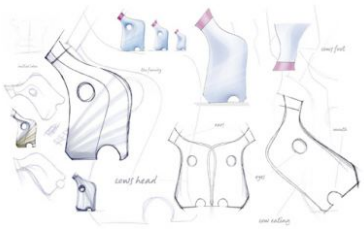

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