EQUAL EXCHANGE



Properties list:

new product
contemporary
cardboard and paper
plastics
glass and ceramics
confectionery and sweetness
coffee, tea and infusions
sauces and seasonings
labels and sleeves
pouch
jar and pot
bottle
can and tin
identity by typography
information about content
end-user packaging
transparent
range of products
identity by system of colour
identity by colour

From Good Creative: "Equal Exchange is a workers co-operative who bring the world?s fi nest organic and fairtrade products to the UK. With limited budget and no above the line support the packs have a huge job to do.

Our response was to use tongue in cheek copy to talk frankly to the consumer about the three main benefits of buying Equal Exchange products. With over 67 sku?s, it was a co pywriters nightmare to ensure every pack was not only different, but reflected each individual product."

Reference: http://www.good-creative.com/equal_exchange.html

Credits:

Country: UK
Agency: Good Creative

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