

# CLEARSPRING ORGANIC FRUIT PUREE DESERTS

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Properties list:  
end-user packaging  
range of products  
update  
fruit and vegetables  
labels and sleeves  
cardboard and paper  
well-being  
natural  
photo to describe  
identity by photo  
information about content

As the currency of organic increases, brands look to widen their appeal. Mayday used natural photography to emphasize fresh fruit ingredients and help Clearspring get listed in two major supermarkets.

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Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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Credits:

Agency: MayDay

Other images: