

CLEARSPRING ORGANIC FRUIT PUREE DESERTS



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.

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

Credits:

Agency: MayDay

Other images: