

PATAGONIAN LIFE DULCE DE LECHE



Properties list:

- single product
- new product
- glass and ceramics
- transparent
- identity by typography
- photo to evoke
- identity by photo
- jar and pot
- labels and sleeves
- confectionery and sweetness
- end-user packaging

From Tridimage site: "Patagonian Life entered the gourmet market with a richly stylized package of fine detailed photography that visually expresses the essence of the Patagonian region. Our attention to strong branding creates a strong shelf statement of culinary excellence. Every detail projects a warm, tailored image, and supports the brand promise of an out-of-the-ordinary, indulgently experience. The packaging was awarded the Southern Star Award by the Argentinean Packaging Institute.

Reference: <http://www.tridimage.com/>

Credits:

Country: Argentina, Buenos Aires

Agency: Tridimage

Other images: