

TESCO KIDS



Properties list:

- range of products
- new product
- labels and sleeves
- bottle
- folding carton
- plastics
- cardboard and paper
- unusual visual association
- opaque
- identity by typography
- illustrated character
- identity by illustration
- identity by system of colour
- end-user packaging
- kids

From Brandhouse site: Aligning conflicting audiences under a new brand - and getting kids to want what their mums know to be good for them - by telling a story about how Tesco is "Watching out for you".

Reference: <http://www.brandhouse.co.uk/flash.html>

Credits:

Agency: Brandhouse

Other images:

