

WORKER BEE



Properties list:

- new product
- end-user packaging
- single product
- confectionery and sweetness
- labels and sleeves
- jar and pot
- contemporary
- identity by illustration
- illustrated character
- glass and ceramics
- unusual visual association

From Brandever site: "Take a quick stroll through your grocery store's honey aisle, and you'll see a category that has stood still in time for well over 20 years. Just about everyone has a country-themed package featuring either bees or bears. Marketing monotony. We had to break away from this blandness.

And so came the idea of a hard working "Worker Bee", living in a human's world. Hailing a cab, going through airport security, working on his laptop onboard a plane, checking into a hotel. A provocatively fresh perspective for a line of dramatically delicious blended honeys.

Since being launched, Worker Bee Honey has been featured in all of the finest specialty food stores across Western Canada. A brilliant success."

Reference: <http://www.brandever.com/work/index.php?id=1017>

Credits:

Agency: Brandever

Other images: