

# KILLIBINBIN

---



Properties list:  
end-user packaging  
ironic  
glass and ceramics  
bottle  
identity by illustration  
illustrated character  
unusual visual association  
range of products  
update  
wine  
labels and sleeves  
identity by system of colour

The main US distributor of Killibinbin wines was always commenting on these wines as being 'Killer'. A tongue and cheek approach and a play on words lead to the final idea, taking this 'Killer' comment as the theme for re-packaging the Killibinbin wines. Illustrations were developed, taking from old horror flicks and their gruesome killing scenes. All text was hand written on front labels and the print finish is on a bulky uncoated stock to give the feeling of an old horror movie flyer.

The Killibinbin range of picture wines received a Gold Graphis Award in 2007 (based in New York).

---

Reference: [http://www.mashdesign.com.au/projects\\_html/killibinbin.html](http://www.mashdesign.com.au/projects_html/killibinbin.html)

---

## Credits:

**Country:** Australia

**Agency:** Mash Design

**Awards:** Gold Graphis Award in 2007

Other images:

