

ADVENT SAUSAGE



Properties list:

- new product
- single product
- end-user packaging
- information about use
- fish and meat
- dispensing systems
- pouch
- minimal
- contemporary
- plastics
- unusual visual association
- transparent
- identity by shape

The challenge was to increase the sales of Koenecke (a famous German meat and sausage producer), especially in the wintertime. As solution a special advent calendar was created that was made of a salami sausage-packaging with 24 indications to cut off a delicious slice every day.

Reference: <http://en.red-dot.org/2119+M5894bfb4867.html>

Credits:

Country: Germany

Year: 2007

Agency: Butter

Award: Red Dot Award "Communication Design",
2008

Other images: