

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: