

INNOCENT SMOOTHIES FOR KIDS



Properties list:

- reusability
- information about use
- information about content
- information accessibility
- kids
- range of products
- end-user packaging
- new product
- juices
- brick
- polylaminated
- playful
- contemporary
- unusual visual association
- instruction through illustration
- identity by illustration
- toy packaging

Innocent created a range of smoothies especially targeted to kids. In the packaging of this range of products, the Innocent brand identity is enriched with some funny details on the logo on the primary area, in order to immediately distinguish this product from the others and appeal the children. However, the most important part of these packaging is the secondary area, featured by a series of curiosity, suggestions, games about food and alternative uses of the packaging after the content consumption. It's all presented with a funny and colorful design, with fruit-characters to illustrate the text. On the opposite face, there's a tall and thin window showing the product left and a graphic indicating how many of the recommended 7 portions of fruit a day have been drunk. The last face presents a game-table where kids and parents can note every fruit portion they have eaten during the day and have a race.

Reference: <http://www.albionlondon.com/work/innocent-kids/>,
http://innocentdrinks.typepad.com/innocent_drinks/2006/07/our_new_arrival_1.html

Credits:

Country: UK

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London

Designer: Stuart Allen

Other images:

