## **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 contemporary unusual visual association instruction through illustration identity by illustration toy packaging

Innocent created a range of smoothies expecially 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 ditinguish 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 raccomanded 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/innoncent-kids/, http://innocentdrinks.typepad.com/innocent\_drinks/2006/07/our\_new\_arrival\_1.html

## Credits:

Country: UK Year: 2006 Agency: Albion London

Designer: Stuart Allen

## Other images:







