

HONEY HONEY



Properties list:

- information about use
- information about packaging
- information about content
- reusability
- end-user packaging
- single product
- new product
- confectionery and sweetness
- jar and pot
- other materials
- contemporary
- unusual visual association
- identity by shape
- identity by typography

Perhaps you have heard or read somewhere that bees are founding many difficulties to survive. That's why Stanley Honey thanks to 'creative agency The Partners and creative directors Dana Robertson and Tony De St. Croix have produced this re-usable jar that once you have consumed the product, useful to plant a ower, and to facilitate the work of our workers' friends.

Reference: <http://genius.co.uk/advertising/stanley-honey-full-circle-packaging/>

Credits:

Country: UK

Year: 2008

Agency: The Partners

Producer: Stanley Honey

Designer: Dana Robertson & Tony de St. Croix

Other images:

