

THE ECONOMIST PIZZA BOX



Properties list:

cardboard and paper
packaging as a new medium
limited edition packaging
information accessibility
end-user packaging
range of products
extra-use of packaging
new product
pizza
bakery and bread
box
folding carton
infographics
contemporary
unusual visual association
identity by colour

The Economist wants college students to learn more about global affairs while eating pizza. The publication's new brand boxes use pie charts to express statistics on global wheat consumption, arable crop land, and cheese imports, as part of their "get a world view campaign". The boxes are distributed nearby Philadelphia-area college campuses.

Reference: <http://slice.seriousseats.com/archives/2008/10/the-economist-pizza-boxes-pie-charts.html>

Credits:

Country: United States of America

Year: 2008

Agency: BBDO New York

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Other images:

