

SCHROEDER DAIRY MILK



Properties list:

- information about content
- end-user packaging
- range of products
- new product
- flacon
- bottle
- plastics
- opaque
- identity by typography
- identity by system of colour
- identity by colour
- milk

Project identity system, packaging design and packaging testing. In the increasingly competitive industry of liquid dairy, Schroeder, a family-owned business, needed a sales boost through increased distributorship and product sales. Capsule conducted extensive consumer research, developed a brand strategy and rollout plan, new corporate mark and milk packaging.

Reference: www.capsule.us

Credits:

Country: USA

Year: 2001

Agency: Capsule

Other images:

