SCHROEDER DAIRY 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.

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

Reference: www.capsule.us

Credits:

Country: USA Year: 2001

Agency: Capsule

Other images:



