

BURN ENERGY DRINK CAN



Properties list:

- single product
- end-user packaging
- new product
- sport and energy drinks
- can and tin
- contemporary
- metals
- identity by illustration
- identity by colour

The flame on the package was conceived to express the brand positioning: "Burn - the intense energy drink that fires up your senses and opens up the magic of the night". The flame works as a powerful icon to leap over language barriers and seize consumers' interest.

Reference: <http://www.ergo-id.com>

Credits:

Country: United States of America

Year: 2002

Agency: Ergo ID

User: Coca-Cola

Other images: