

# BURN ENERGY DRINK CAN

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## 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.

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

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## Credits:

**Country:** United States of America

**Year:** 2002

**Agency:** Ergo ID

**User:** Coca-Cola

Other images: