

BEAST EYE ENERGY DRINK



Properties list:

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

The design of this can is particularly aggressive: a big black and red roaring 'beast' covers the whole height of the white can, creating a high-contrast image that reflects the characteristics of the product (an energy drink) as well as its dynamic target.

Reference: <http://www.iplusdesign.jp> <http://www.beasteye.com>

Credits:

Country: Japan

Year: 2008

Agency: I+PLUS DESIGN

Award: Pentawards Gold Award "Beverages: Functional Drinks", 2009

Other images:

