

MARLBOROUGH SUN



Properties list:
labels and sleeves
glass and ceramics
cardboard and paper
ironic
hand-made
unusual visual association
end-user packaging
range of products
new product
wine
adults

The project brief was to create a new series of wine labels from scratch, including naming, identity and label design. The aim was to create a clear point of difference from other labels, as well as to stand out on shelf, have a sense of humour and most importantly create a talking point.

Reference: <http://www.thecreativemethod.com>

Credits:

Country: Australia

Year: 2009

Agency: The Creative Method

Award: PentAward Bronze "Best Beverages", 2009

Other images:

