

# MARLBOROUGH SUN

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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.

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

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## Credits:

**Country:** Australia

**Year:** 2009

**Agency:** The Creative Method

Award: PentAward Bronze "Best Beverages", 2009

Other images:

