

ROUA MUNTILOR



Properties list:

- sounding packaging
- end-user packaging
- range of products
- update
- water
- bottle
- plastics
- glass and ceramics
- contemporary
- transparent
- identity by system of colour

This mineral water bottle focuses on the brand to set its graphic style. Roua is in fact part of Pepsi's "Mountain Dew" line, and it represents these two elements very clearly on the surface of the bottle. The versions of this water come in two colour variants (blue and pink), to make them very easy to spot on the shelf.

With the bottle you can get a very simple device that plays Roua Muntilo's jingle every hour to remind people to drink their daily quantity of water.

Reference: <http://www.wall-street.ro/articol/Companii/64057/Crestere-de-doua-cifre-pentru-Roua-Muntilor-in-2008-Urmeaza-o-repozitionare-pe-piata.html>

Credits:

Country: Romania

Year: 2009

User: Pepsi

Other images: