

DOKTOR MÖLLER'S QUITTENFEINBRAND (DOCTOR MÖLLER'S QUINCE BRANDY)



Properties list:

- unit dose packaging
- unusual structural association
- unusual visual association
- adults
- end-user packaging
- single product
- new product
- alcohols and spirits
- vial
- folding carton
- glass and ceramics
- cardboard and paper
- medical
- ironic
- contemporary

Every year Dr. Möller produces a very exclusive and award-winning quince brandy. The packaging idea underlines the exclusivity of the product and also serves as a humorous sign of the manufacturer's distinctiveness idea that would play on the duality between the producer's two professions - doctor and distiller - in a charming way. The medical aspect of the brand name makes the packaging look more like a modern cure-all than a liquor.

Reference: <http://www.serviceplan.de/nc/en/creativity/fields-of-work/awards/campaign/quittenfeinbrand/1.html>

Credits:

Country: Germany

Year: 2009

Agency: SERVICEPLAN

User: Distillery Moeller

Award: Bronze Cannes, 2009

Other images: