



## Properties list:

- end-user packaging
- update
- alcohols and spirits
- folding carton
- cardboard and paper
- transgressive
- glossy
- opaque
- debossed, embossed
- single product
- identity by typography
- identity by colour

Good Creative: "Vladivar operates in a particularly well contested sector and at their busiest time of year, Christmas, they needed to make an impact. It's party season for everyone, especially the young, so when we were gifted with LAD and DIVA in the brand name we knew we were on to a winner. A simple idea with huge campaign legs, unfortunately the budget could only stretch so far."

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Reference: <http://www.good-creative.co.uk/vladivar.html>

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## Credits:

**Country:** UK

**Agency:** Good Creative

Other images:

