



Properties list:

- identity by typography
- information about content
- packaging as a new medium
- end-user packaging
- single product
- extra-use of packaging
- new product
- confectionery and sweetness
- pouch
- folding carton
- cardboard and paper
- ironic
- pharmaceutical
- contemporary
- identity by colour
- unusual structural association
- event packaging

From [The Creative Method](http://www.thecreativemethod.com)'s website: "The brief was to create an interesting and engaging invitation to The Creative Method Xmas party. It needed to illustrate what we do but also create a high level of interest and anticipation for the party. It needed to be humorous and memorable. It was also required to work as a new business piece outside of the Christmas invitation.

We based the idea on an imaginary pharmaceutical tablet that would solve their creative issues. Initially they were emailed a doctors prescription, followed by the package in a discrete paper bag. The invitation and the tablets were located inside. The party included staff dressed as doctors & medicinal shots administered by transvestites. The box and invitation are used as a new business teaser."

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

Credits:

Country: Australia

Year: 2010

Agency: The Creative Method

Other images:

