



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:

