



## 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."

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

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## Credits:

**Country:** Australia

**Year:** 2010

**Agency:** The Creative Method

Other images:

