

TEA FOR HEALTH



Properties list:

- pouch
- folding carton
- cardboard and paper
- transgressive
- ironic
- contemporary
- die cut
- identity by shape
- identity by photo
- coffee, tea and infusions
- new product
- single product
- end-user packaging

Tea For Health is packaging designed by TBWA for the House Café in Istanbul, Turkey to associate herbal tea with a healthy lifestyle. Creative cut-out images of people doing outdoor sports were attached to the strings of herbal tea bags. This product started as a promotional gadget but was so successful that the House Cafe considered selling it at markets throughout the city.

Reference:

Credits:

Country: Turkey

Year: 2008

Agency: TBWA

Designer: Gökhan Yücel

Other images:

