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 a ssociate 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:

