

LA TOMATINA FESTIVAL



Properties list:

- gadget
- event packaging
- end-user packaging
- single product
- new product
- other non-food products
- can and tin
- metals
- unusual visual association
- unusual structural association
- identity by colour

Promotional gadget for La Tomatina advertising campaign, world's largest tomato festival, situated in Bunol, Spain. The campaign reaches the audience through a series of guerilla advertising and direct mail. The promotional pack contains a rubber tomato, which reveals the festival logo once squeezed, conceptually giving the viewer an insight to the festival. The container for the promotional item is designed in the style of paint packaging and plays on the phrase "Paint the town red".

Reference:

Credits:

Country: Spain

Year: 2011

Designer: Chris Cavill

Other images:

