

DORSET CEREALS



Properties list:
end-user packaging
range of products
new product
box
cardboard and paper
natural
die cut
identity by system of colour
confectionery and sweetness

Big Fish won the Gold DBA Design Effectiveness Award for best branded packaging for Dorset Cereals, and its packaging for Gu ice cream, which combines the practical concerns of temperature control with aesthetics, won a Design Week Award.

Reference: <http://www.bigfish.co.uk/dorsetcereals.php>; Arts Project Packaging Design, N.109 - april 2008, <http://lovelypackage.com/dorset-cereals/>

Credits:

Year: 2008

Agency: Big Fish

Award: Gold DBA Design Effectiveness Award

Other images:

