

JÄGERMEISTER LIMITED EDITION



Properties list:

- adults
- limited edition packaging
- end-user packaging
- single product
- update
- alcohols and spirits
- bottle
- glass and ceramics
- classic
- debossed, embossed
- identity by shape
- illustrated character

The limited edition retro-style pack highlights the evolution of the brand, combining tradition and modernity. Besides the head of the deer, embossed on the back of the bottle and the logo imprinted on the sides, the label tells the story of this product that has over 75 years of life. The bottle design has a vintage look: the texture of the glass, the strong square shape and the green color of the bottle are distinctive features created especially for Jägermeister.

Reference:

Credits:

Country: Germany

Year: 2012

Agency: O-I

Producer: O-I

Other images:

