

HEINEKEN LIGHT UP THE NIGHT



Properties list:

- limited edition packaging
- adults
- single product
- new product
- alcohols and spirits
- bottle
- metals
- unusual visual association
- fluorescent
- identity by illustration
- identity by colour

The new Heineken bottle, the Aluminum, is made unique by a special printed graphics with a n innovative type of ink, invisible in daylight, but when exposed to UV light, revealing an elaborate background of stars, typical of the brand. Refined and strong visual impact, the graphics of the new Heineken bottle exaltation famous star that stands on the classic green background, creating a striking visual contrast. The gloss of aluminum helps to enhance the image Heineken, completing the effect of luminosity.

The 33-cl bottle, is made from 100% aluminum so it is completely recyclable and has all the advantages of this material such as lightness, practicality and functionality."

Reference: www.architectlines.com/lighting/aluminum-heineken-and-the-night-lights.html

Reference:

Credits:

Country: Netherlands

Year: 2011

Agency: dbod

Producer: Cyclero

Other images:

