

MISSING MILK CARTON



Properties list:

photo to describe
cardboard and paper
gable top
milk
new product
extra-use of packaging
range of products
end-user packaging
information accessibility
packaging as a new medium

During 80s in USA the use of milk cartons as a medium to find missing people spread over, especially in case of missing children. Etan Patz was the 1st one: in 1979 his picture and his personal data appeared on a side of the carton, along with the last place where he'd been seen.

This time, the packaging has been used because of its widespread availability in consumers' houses; in particular, milk belongs to basic necessities and people buy it every day, so it let the message reach the highest possible number of people.

As with all NCSC Programs, all the layouts and camera-ready artwork are supplied by the Council without charge of any kind to carton manufacturers thus, allowing photographs and biographies to be placed on hundreds of millions of milk carton side panels, bringing the faces of abducted children and the reality of this national disaster directly to countless Americans.

Reference: http://www.nationalchildsafetycouncil.org/index.php?option=com_content&view=article&id=159:-missing-children-milk-carton-program&catid=185

Credits:

Country: USA

Year: 1979

Other images:

