

TIDE LOADS OF HOPE



Properties list:

- packaging as a new medium
- range of products
- extra-use of packaging
- end-user packaging
- update
- homecare products
- labels and sleeves
- bottle
- plastics
- contemporary
- photo to evoke
- identity by colour

Tide started Loads of Hope, its free mobile laundry program, to provide clean clothes to U.S. families affected by natural disasters. The task consisted in bringing this brand purpose initiative to customer's attention through packaging design. Landor featured the faces of real people on the Tide packages. The resultant aesthetic is unique and highly emotional, and stands out among other products on the shelf. Called "faces of hope," the concept is documentary in nature and used across all packaging and for in-store and promotional materials.

Reference: <http://www.tide.com/en-US/loads-of-hope/index.jsp>

Credits:

Country: USA

Year: 2009

Agency: Landor Design

User: P&G

Other images: