

MARINELLA "MI AFFIDO A TE"



Properties list:

- packaging as a new medium
- adults
- end-user packaging
- milk
- update
- extra-use of packaging
- range of products
- gable top
- cardboard and paper
- contemporary

Marinella Spa produced an information campaign about custody of children: through milk cartons the user comes to know the reality of custody and finds all the information about the socio-sanitary District. The slogan is "Mi affido di te: Aggiungi un sorriso alla tua tavola" ("I entrust myself to you: Add a smile to your table". "Entrust" and "custody" in Italian correspond to the same word and table refers to the moment of a meal) and brought custodies to increase of 80%.

Reference: <http://www.miaffidodite.it/miaffido/>

Credits:

Country: Italy

Year: 2012

Other images: