

EGGS FOR SOLDIERS



Properties list:

packaging as a new medium
end-user packaging
single product
extra-use of packaging
new product
dairy, eggs and cheese
other shapes
cardboard and paper
mass-market
contemporary
unusual visual association
textured
identity by colour

15 p from the invoiced price of each product will be contributed to help for heroes trading limited which gift aids all its taxable profits to help heroes. In this case the packaging becomes a medium to encourage people to spend money in charity.

Reference: <http://www.eggsforsoldiers.co.uk/>

Credits:

Country: UK

Year: 2011

Agency: Springetts Brand

Design

Other images:

