

WAITROSE SOUP



Properties list:

end-user packaging
range of products
new product
pasta, rice and grains
jar and pot
plastics
contemporary
photo to describe
identity by photo
identity by system of colour

Driving desire is all about context, especially for products that are quite mundane at face value. Bearing this in mind made it easy for Pearlfisher to turn Waitrose tubs of vegetable soups into objects of desire.

Reference: [Arts Project Packaging Design N.109 - April 2008](#)

Credits:

Country: UK

Agency: Pearlfisher

Designer: Jonathan

Ford

Other images:

