

ETHOS WATER



Properties list:

- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- new product
- water
- bottle
- plastics
- contemporary
- transparent
- identity by shape
- identity by typography

Ethos® Water was created to help raise awareness about this terrible crisis and provide children with access to clean water. Every time you buy a bottle of Ethos® Water, you contribute 5 cents to the Ethos® Water Fund, part of the Starbucks Foundation. So far more than \$6 million has been granted to help support water, sanitation and hygiene education programs in water-stressed countries - benefiting more than 420,000 people around the world.

Reference: <http://www.ethos-water.com/>

Credits:

Country: USA

Year: 2003

Other images:

