

8TH CONTINENT SOY MILK



Properties list:

information about content
packaging as a new medium
design for all
kids
end-user packaging
range of products
extra-use of packaging
update
milk
gable top
cardboard and paper
playful
contemporary
identity by illustration
identity by system of colour

"To let current and loyal fans know that 8th continent was getting a new look, we introduced a contest in which their children had a chance to be part of the change. We announced our "draw a sun" contest on facebook, twitter and banner ads, all driving to transition site.

Once on the site, consumers little tykes could draw and submit a friendly sun that if chosen (by votes or merit), could be featured on our new package. the winners would earn a place on our new cartons, along with \$1000 in art supplies for their school.

We then printed the winning suns on the back of bright and shiny new packaging.

Reference: <http://www.8thcontinent.com/>

Credits:

Country: USA

Year: 2010

Illustrations: Ben Javens

Design: Erin Butner

Other images:

