

BILL'S MILKSHAKES



Properties list:

- gable top
- milk
- cardboard and paper
- pop
- playful
- contemporary
- identity by illustration
- identity by system of colour
- identity by textures and patterns
- concept
- range of products
- end-user packaging

Some prototype packaging for Bill's Milkshakes. The agency took the Chocolate, Strawberry and Vanilla milk and gave them a huge overhaul: illustrations recall flavors of childhood using the soft and swooshy feel of traditional flavoured milk packaging without resorting to clichés.

Reference: <http://www.ilovedust.com/project/view/Bills>

Credits:

Country: UK

Year: 2010

Agency: I Love Dust

Other images:

