

# BILL'S MILKSHAKES

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## 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.

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

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## Credits:

**Country:** UK

**Year:** 2010

**Agency:** I Love Dust

Other images:

