



Properties list:

- range of products
- metals
- bottle
- milk
- new product
- high-tech
- contemporary
- unusual structural association
- unusual visual association
- metallic
- identity by system of colour
- identity by colour
- identity by textures and patterns
- identity by abstract shapes
- end-user packaging

Coca-Cola is getting into the milk business. The soft-drink maker is currently test marketing a sweetened fizzy milk beverage called Vio. Made with sparkling water, a hint of skim milk and cane sugar, the 8-ounce beverages come in four fruit flavors: Citrus Burst, Peach Mango, Very Berry and Tropical Colada.

Reference:

Credits:

User: Coca-Cola

Other images:

