

ZIBA MILK



Properties list:

kids
end-user packaging
range of products
extra-use of packaging
concept
milk
additional structural elements
pouch
polylaminated
cardboard and paper
contemporary
ironic
playful
identity by shape
packaging as a new medium
identity by typography
identity by illustration
identity by system of colour
identity by colour
information about use

Ziba Milk caters toward younger children and their families to offer a fun and interactive packaging experience. The cartons are meant to be packed in school lunches, and the stickers on each drink can be used to mark off days on their Ziba Chart for each time a drink is consumed. Children can count down towards the weekend, and parents can ensure that their children are drinking nutritious beverages every day.

Reference: <http://www.behance.net/gallery/Ziba-Milk/1190723>

Credits:

Country: USA

Year: 2011

Designer: Alicia Rosas

Other images:

