

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:

