

KLEENEX PERFECT SLICE OF SUMMER



Properties list:

- natural
- ironic
- contemporary
- identity by shape
- identity by photo
- photo to evoke
- identity by textures and patterns
- cardboard and paper
- folding carton
- other non-food products
- new product
- range of products
- end-user packaging

There's nothing more banal (hygienic and practical) nowadays than paper tissues. Kleenex has emerged as the uncontested leader in this field. Up to now, the boxes too were banal, at most decorative. But now Kleenex (Kimberley-Clark Corporation) has broken the code and offers a fresh combination of structure and graphics in perfect harmony, christened "perfect slice of summer." A triangular box superbly illustrated - by Los Angeles-based illustrator Hiroko Sanders - with juicy fruits, watermelon, orange or lemon that look enticing enough to eat!

Reference: <http://hirokosanders.com/portfolio/food/page1/index.html>

Credits:

Year: 2009

Agency: Hiroko Sanders

Award: Winner of Pentawards 2009

Other images:

