

SMIRNOFF PEELABLE BOTTLE



Properties list:

bottle
box
wood
glass and ceramics
playful
hand-made
contemporary
identity by system of colour
identity by textures and patterns
additional structural elements
labels and sleeves
alcohols and spirits
new product
range of products
end-user packaging
adults

To launch the new formula of the flavors of Smirnoff Caipiroska, the Brazilian drink that is popular worldwide, design agency JWT created bottles with the texture of the fruit for the flavors lemon, passion fruit and berries and a diagonal perforation, so that consumers could feel the unique experience of peeling a drink made of fruit. And we even sent the bottles in wooden crates to a select mailing list, just like the fruits are transported in large produce markets in Brazil.

Reference:

Credits:

Country: Brazil

Agency: JWT

Art Direction: Christian Faria, Ricardo Kawano, Vinicius Montana

Copy Writer: Marlon Zanatti

Other images:

