

BLOOD ENERGY POTION



Properties list:

new product
sport and energy drinks
labels and sleeves
dispensing systems
pouch
plastics
transgressive
contemporary
ironic
unusual visual association
unusual structural association
transparent
identity by shape
identity by typography
range of products
end-user packaging
adults

This energy drink packaging follows the main trend of the last two years: vampires. The content of the pouch resembles blood and can be consumed warm or at room temperature as stated by the pack. The unusual structural and visual association (we're used to see energy drinks in bottles) are the main features of the package. In addition, the manufacturer of this product prints the production date of each potion on the packaging, rather than the expiration date that is two years from the production date.

Reference: <http://shop.harcoslabs.com/blood-energy-c3.aspx>

Credits:

Country: USA

Year: 2009

Producer: Harcos Labs

Other images: