

# BLOOD ENERGY POTION

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## 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.

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

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## Credits:

**Country:** USA

**Year:** 2009

**Producer:** Harcos Labs

Other images: