

RELLANA WOOLLY HEADS



Properties list:

- end-user packaging
- range of products
- new product
- other non-food products
- other shapes
- cardboard and paper
- ironic
- contemporary
- identity by shape
- photo to evoke
- identity by photo

Rellana woolly heads are the whimsical and creative packaging idea for Rellana Hair (a range of fringed yarn). The aim of these attention-grabbers was to catch the eye of wool-buyers looking for something special during the upcoming winter season. In order to demonstrate the typical character of the wool, faces were printed on the labels that wind around the balls of wool, hence the Rellana woolly heads! The packaging perfectly communicates one of the main uses of yarn: to make cozy and warm hats and scarves.

Reference:

Credits:

Country: Germany

Agency: Ogilvy & Mather

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Other images: