

# FESTINA PROFUNDO

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## Properties list:

- plastics
- other materials
- pouch
- identity by packing process
- identity by shape
- transgressive
- contemporary
- transparent
- end-user packaging
- range of products
- new product
- clothes and accessories

Ralph Schroeder: "The quality promised by Festina Profundo is that this watch stays waterproof. How can such a claim be visualised in a packaging design that satisfies a demanding target group and demonstrates the quality of the product convincingly? The solution shows a highly vivid implementation: according to the motto "We believe in what we see", the packaging aims to have maximum transparency.

The watch comes in a transparent bag filled with distilled water, a striking and convincing packaging solution that demonstrates the advantage of the watch without the need for words. Featuring only the company logo and slogan, this packaging thus submits the product to quality control directly at the point of sale and serves as a mark of confidence at the same time. By being subjected to this visible test of endurance, the watch is able to immediately convince the customers of its particularly high quality".

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Reference: <http://www.behance.net/gallery/Festina-Profundo-The-Divers-Watch-in-Water-Packaging/6567471>

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## Credits:

**Country:** Germany

**Agency:** Scholz & Friends

**Designer:** Ralph Schroeder

**Awards:** 2012 IF P

ackaging Design Award

Gold, 2011 Red Dot

Design Award Best of the

Best / Grand Prix, 2011

Epica Packaging Design

Gold, 2011 ADC

Deutschland Bronze, 2011

ADC\* Europe Nomination

Other images:

