

HERESOD T-SHIRTS

Properties list:

- range of products
- new product
- tray
- cup
- sachet
- clothes and accessories
- plastics
- cardboard and paper
- ironic
- contemporary
- unusual visual association
- unusual structural association
- transparent
- identity by shape
- end-user packaging



Heresod created a new line of t-shirts that are sold in simple & distinctive packaging that resemble the packaging of food found in gourmet supermarkets. For example, a 'pork' t-shirt is sold in the Styrofoam deli packaging used in the butcher's section of a supermarket. All the t-shirts in the product line are uniquely packaged to make their products more eye-catching and to create a fun & novel shopping experiences for consumers. The unique packaging created instant brand recognition amongst consumers which generated large volumes of word-of-mouth advertising.

Reference: <http://prompt-design.com/#>

Credits:

Country: Thailandia

Agency: Prompt Design

User: Heresod

Other images:

