

GAIA BAG



Properties list:

- packaging as a new medium
- single product
- extra-use of packaging
- end-user packaging
- new product
- other non-food products
- plastics
- transgressive
- contemporary
- identity by typography
- photo to evoke
- identity by photo

GAIA (Global Action in the Interest of Animals) made a campaign against foie gras. The plastic bag was reached out to people in the shopping centers of all big Belgium cities and shows the copy:

?Folter deze gans. En spaar de echte: eet geen Foie Gras.?

?Torture this goose. And spare the real ones: don't eat Foie Gras.?

Reference: <http://www.gaia.be/nl> ; <http://www.duvalguillaume.com/news/2008/12>

Credits:

Country: Belgium

Year: 2008

Agency: Duval Guillaume

Modem

Other images: