

HAIR DO ZOO



Properties list:

new product
cosmetics, beauty and toiletries
plastics
playful
contemporary
unusual structural association
identity by shape
identity by modular structure
illustrated character
identity by illustration
reusability
toy packaging
kids
end-user packaging
range of products
flacon

From Cocoon: "Cocoon designed packaging for Hair Do Zoo that not only served a functional purpose by holding shampoo and body wash products, but also doubled as building blocks to play with during bathtime, or to build forts with once the bottles were emptied. The dual purpose not only helps extend the packaging's life cycle (making it eco-friendly), but also helps build brand equity - block by block."

Reference: <http://www.cocoonbranding.com/>

Credits:

Agency: Cocoon Branding

Other images: