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: