

ARLA JIGGERS



Properties list:

disposable packaging
ready to use
end-user packaging
single product
new product
soft drinks
tetra-pack
polylaminated
contemporary
identity by shape
opaque
identity by textures and patterns

From Neumeister: "We make brands for a living. That means that we help clients turn ideas, products, services and companies into brands that truly work. We make brands stand out in cluttered environments and overloaded minds. We make brands emotional and meaningful to people. We make brands reduce costs, increase sales and build loyalty. We make brands work with the help of design, designers, design thinking and a full range of services. We believe that we have some of the world's finest makers of brands working for us. People working for Neumeister are all specialists, hand-picked for their creativity, dedication and experience. We like to keep the core team small and flexible, but we can easily dip into our pool of external resources if needed. In other words, we can handle virtually any type and size of project. Let one of our brandmaking teams create genuine value for you too."

Reference: <http://www.neumeister.se/projects/arla-flavoured-coffee-milk#>

Credits:

Agency: Neumeister

Designer: Arla Jiggers

Other images:

