

SLEEVER INTERNATIONAL
PACKAGE DESIGN COMPETITION
ORANGE JUICE, BUT BETTER.

ENTRY NAME:

"ORANGE JUICE OUT OF THE BOTTLE"

Created by Agency "X"

SLEEVE INTERNATIONAL PACKAGE DESIGN COMPETITION_ENTRY

"ORANGE JUICE OUT OF THE BOTTLE" 2/2

The concept idea connecting these juice bottles, Butter, but Better and jelly bowls, is to connect them by similar colour sets in order to help consumers to find all the product range.

For the sleeving: Special effects on the bottles has been designed embossing in fruit pulp, peel texture and fruity drops.



The product variants is communicated also on every bottle, boosting the variants sales.