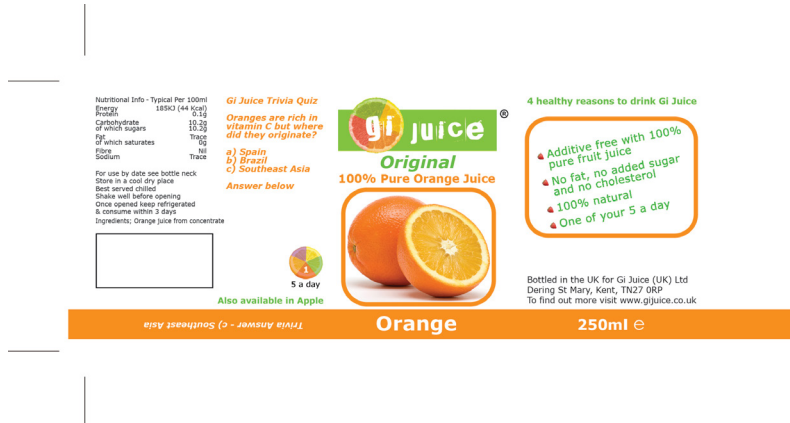


Case Study - Gi Juice

Gi Juice were looking to introduce healthier fruit based drinks to the youth and adult market. All Gi Juice drinks are made from the finest fruit juice and contain no fat, no added sugars and counts as one of your '5 a day'.

Gi Juice required bottle label designs for their new 100% Pure Orange Juice line. To add an educational twist we introduced a trivia quiz to each label relevant to the flavour of the juice. We designed labels for orange and apple flavour plus a mixed fruit smoothie.



Gi Juice required packaging for a 5 litre Gi Juice Box. We designed juice box packaging for orange, apple and pineapple flavours. To support marketing and advertising campaigns we also designed a representation of how the packaging would appear on-shelf in store.

