

THE CREATIVE PACK

CLIENTS: Caliwater CactusWater
CREATIVE DIRECTOR: Danielle Kidney
DESIGNERS: Heather Varano
REGION: USA
CATEGORY: Food & Beverage Packaging

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THE CREATIVE PACK WINS CREATIVITY INTERNATIONAL AWARD FOR CALIWATER

Design Consultancy The Creative Pack has won Creativity International Award for Caliwater Prickly Pear Cactus Water.

Winning entry:

- Caliwater Prickly Pear Cactus Water

"Being recognized for our design excellence in packaging is especially exciting as this is a core part of our business. We are proud of this achievement and praise the hard work and creativity of our team. We would like to give special thanks to our client Caliwater who is open to innovative ideas and pushing boundaries of retail packaging design" – Danielle Kidney, founder

Editor's notes:

Creativity International Design Awards is one of the longest running, independent advertising and graphic design competitions. The purpose and core existence of Creativity Awards remains unchanged since 1970 – award and recognize great design, and the designers that created it, from around the world. Entries came from 42 countries.

The Creative Pack is based in Los Angeles and services clients such as Fresh Thyme, La Terra Fina & Caliwater

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Wild Prickly Pear Cactus Water is the first ready-to-drink enhanced water powered by the Cactus-grown super fruit, Prickly Pear. In January 2015, Caliwaterr re-launched their Prickly Pear enhanced water beverage in a sleek Tetra Prisma Aseptic Package. The re-design began with a simple phrase - 'Desert Discovered'. This inspired the naïve hand-carved illustrations and symbols on pack. The iconic illustrations help depict the ancient tale of locally sourced prickly pear fruit and it's powerful health benefits.