

1/6 **Vintage Summer**

Visual Solution



## Vintage Summer

What does your design show?

We live in the age of technology and emails, but where are the fun and joy to send or receive a postcard? Where is the pleasure of seeing your loved ones handwriting? So, why not reuse the packaging as a postcard. At the same time, this can be a good advertisement because of the Ricola's logo on postcard. The design suggests freshness and coolness in a hot summer day, exactly the same feelings that Ricola drops give you. All of these with a vintage-touch!

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Which category (Switzerland, Summer, Herbs, Freshness) is your design focused on?

Summer

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What is the unique idea about your design?

To reuse the packaging and bring people together.

Ricola Limited Edition 2015

*Ricola*

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Is there a special story behind your design?

Always young!

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## Vintage Summer

Creative's profile



**soniadabija** PRO  
Architect

Creative's top 5 skills

Architecture, Illustration