



Design Firm: The Kitchen Collaborative, Burbank, CA Client: TESS (Teen Everyday Skincare System) Title: TESS (Teen Everyday Skincare System) Art Director: Aniko Hill Designer: Aniko Hill Copywriter: Keri Daniel



**THE KITCHEN WINS AMERICAN PACKAGE DESIGN AWARD [ GRAPHIC DESIGN USA, 2008 ]**

THE KITCHEN COLLABORATIVE WAS PUBLISHED in *Graphic Design USA* Magazine in the 2008 American Package Design Awards issue for the TESS (Teen Everyday Skincare System) Packaging. The piece was selected from more than a thousand examples of contemporary package design across the US.



## American Package Design Awards

### PACKAGING, POP AND THE INSTORE EXPERIENCE

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A jammed marketplace, brand-weary consumers, global competition: It's no wonder that designers face an unprecedented amount of pressure to convey messages that effectively differentiate themselves and their clients.

Under such conditions, packaging and instore graphics are playing increasingly critical roles at the point of sale. This year, we reviewed more than a thousand examples of contemporary package design. What follows is the cream of the crop, making for an informative, inspirational and lively read. If looking at these materials is not just plain fun, we don't know what is!

# health and beauty



Design Firm: Onbrand, Toronto ON Client: McNeil Consumer Healthcare  
 Title: Children's Tylenol Creative Director: Paul O'Brien Designer: Miles Billsman  
 Illustrator: Mike Carter Production Manager: Jane Merriam



Design Firm: The Bailey Group, Plymouth Meeting PA Client: Johnson & Johnson Consumer Products Company Title: Cortaid Advanced Packaging  
 Art Director: Dave Fiedler Designer: Gary LaCroix



Design Firm: The Bailey Group, Plymouth Meeting PA Client: Johnson & Johnson Consumer Products Company Title: Band-Aid Plus Antibiotic Packaging  
 Art Directors: Dave Fiedler, Gary LaCroix Designer: Ann Malone



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