ROUTE 99 EASTER



Properties list:

event packaging
single product
end-user packaging
new product
folding carton
confectionery and sweetness
cardboard and paper
unusual visual association
illustrated character
identity by illustration

HartungKemp's Easter packaging for Route 29.

From <u>Hartung Kemp -Route 29</u> website: "Gourmet confections company Route 29 tapped HK to update their branding and create consumer packaging that would get their treats noticed in the competitive candy marketplace. We developed a bold and fun new look that unified the historic brand? from package structure to product naming to package il lustrations. ?Our caramels and chocolates have never looked so tasty,? said Route 29 owner Kim Kalan."

Reference: http://www.hartungkemp.com/See.aspx?catID=3&itemID=656

Credits:

Agency: Hartungkemp

Other images:

