

BLACK MAGIC



Properties list:

- folding carton
- box
- cardboard and paper
- contemporary
- glossy
- identity by system of colour
- identity by colour
- identity by abstract shapes
- chocolate
- confectionery and sweetness
- new product
- range of products
- end-user packaging

A new packaging system for the Black Magic dark chocolate by Nestlé was designed to communicate the repositioning of the category as well as the brand. Each package evokes the product characteristics in terms of sensorial properties, high quality and exclusiveness.

Reference: http://elmwood.com/flash/?#/what/packaging/black_magic

Credits:

Country: United Kingdom

Year: 2007

Agency: Elmwood

Producer: Nestlé

Other images:

