

MAMBAJAMBA



Properties list:

- end-user packaging
- concept
- bakery and bread
- identity by illustration
- illustrated character
- identity by system of colour
- toy packaging
- playful
- contemporary
- cardboard and paper
- kids
- folding carton
- range of products

Mambajamba is a new kind of animal biscuit that pairs two fun flavours, like cinnamon and honey together in one box. The cookies are packaged in two separate compartments that flip open to reveal a pop-up animal.

Reference: <http://www.megeaton.com>

Credits:

Country: United States of America

Year: 2009

Designer: Meg Eaton

Other images:

