TSURETETTE-KUN (MR. TAKEMEWITHYOU)





Properties list:

toy packaging
carrying system
teens
kids
end-user packaging
range of products
new product
folding carton
snacks
playful
cardboard and paper
unusual visual association
illustrated character
identity by colour

Pretz is a famous Japanese snack made by Ezaki Glico. Pretz packages are now becoming "Tzuretette-kun" (in Japanese means "Mr. Takemewithyou"): a package that looks like an animal and can be kept and attached to the edge of girls' bags, thanks to its paper hands.

Reference: http://www.glico.co.jp/en

Credits:

Country: Japan Year: 2010

User: Ezaki Glico

Other images:











