SUPER DE BOER CEREAL FAMILY



Super de Boer is among the largest retail chain and the strongest private labels in the Neatherlands. VBAT design consultancy has recently updated the visual identity of the brand. This is a nice example of the package-as-body concept: all boxes, containing chocolate cereals for children, are a family together, with mum, dad and children. Once e mpty, children can even cut the dotted parts of the illustrations on box and pull out the arms of characters.

Reference: http://www.vbat.com

Credits:

Country: Netherlands Year: 2009 Agency: VBAT User: Super de Boer

Properties list:

kids

end-user packaging range of products new product pasta, rice and grains cardboard and paper folding carton playful unusual visual association die cut illustrated character toy packaging Other images:

