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.

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

Reference: http://www.vbat.com

Credits:

Country: Netherlands

Year: 2009 Agency: VBAT User: Super de Boer

Other images:

