LAST CIGARETTE



Properties list:

new product
extra-use of packaging
single product
tobacco and cigarettes
box
cardboard and paper
unusual structural association
identity by colour
transgressive
ironic
identity by shape
identity by typography
end-user packaging
adults
packaging as a new medium

This promotional coffin-shaped packaging is a concept to remind how dangerous smoking is.

Reference: http://www.lowink-studio.com/

Credits:

Country: Spain

Agency: Low Ink Studio

Other images:



