

A.O. BARS



Properties list:

end-user packaging
range of products
new product
snacks
folding carton
cardboard and paper
contemporary
illustrated character
photo to describe

This packaging gives a sympathetic face on granola bars and transform basic ingredients in funny and lovable characters. The dynamic attitude of these comic characters translate well the qualities of this food and it can appeal children as well as adults (who are in fact the target costumer of these granola bars). Here the qualities that your looking for when your eating these can of bars is not only in the bar product, but in the ingredients itself. So now you can imagine what?s in the bar?

In 2007, the Cowan agency recieved a Gold Pentaward for this packaging in Confectionery and sweet snacks sub category.

Reference:

Credits:

Country: Australia

Year: 2006

Agency: Cowan

Other images: