

FAZER VILPURI



Properties list:

- range of products
- end-user packaging
- new product
- confectionery and sweetness
- sachet
- plastics
- ironic
- contemporary
- illustrated character
- identity by system of colour

The designer transformed the whole package into a character that eats the product.

Reference: <http://www.vilpuri.fi>

Credits:

Country: Finland

Year: 2010

Agency: Hasan & Partners

Other images:

