

CHOCOUBLI



Properties list:
end-user packaging
range of products
concept
confectionery and sweetness
chocolate
folding carton
cardboard and paper
minimal
eco-friendly
contemporary
identity by pictograms

Chocoubli is a chocolate stick representing iconically a male or female figure (depending on the context). To resolve the heartbreak, the product dissolves in a cup of warm milk to help you forget the love lost in a comforting gesture. Metaphoric and symbolic gesture of a memory that gradually dissolves. The packaging is made from recycled paper and printed with only one color.

Reference:

Credits:

Country: Canada

Year: 2010

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Other images:

