ADORE'



Properties list:

end-user packaging
new product
range of products
confectionery and sweetness
chocolate
wrapper
metals
cardboard and paper
luxury
metallescent
die cut
unusual visual association
identity by shape
identity by system of colour
tactile packaging

Adoré are hand-made chocolates and as such fall under the category of higher quality s tatus both in terms of product quality and packaging design, as well as consumer communication. Bearing in mind the active period in the development of the brand, we needed to create packaging for a new product - the chocolate tablet. The idea was to come up with packaging for 10 different flavors.

Each flavor got its own look and name! Whether it is Crunchy Mint or Orangella, each flavor received a specific packaging which are (from production standpoint) very specific in this region. Using thermal block foil, laser-cut paper and special printing techniques have resulted in designs that communicate that Adoré Chocolate provides more than just t aste - it is a brand that takes you on a journey.

Reference: http://www.cobaassociates.com/portfolio/adoré.htm

Credits:

Country: Serbia Year: 2010

Agency: Coba&Associates User: Adoré Chocolat

Other images:

















