PLAIN CIGARETTE PACKAGING



contemporaries identity to

The main aim was to change the structure of the pack making it less ergonomic. The pack was developed to be difficult to use and carry. For the warning imagery focusing on aspects which would appeal to the users vanity.

Reference: http://www.jennifernoon.co.uk/cigarettes_1.html

Credits:

Country: UK

Designer: J. Noon and S. Shaw

Properties list:

packaging as a new medium adults end-user packaging single product extra-use of packaging concept tobacco and cigarettes folding carton cardboard and paper contemporary identity by shape photo to evoke photo to describe

Other images:



