DOVES FARM ORGANIC CHOCOLATE STARS



Properties list:

new product
single product
kids
end-user packaging
confectionery and sweetness
chocolate
box
cardboard and paper
smooth
illustrated character
identity by illustration

Fast and crazes in kids' toys come and go, but space has long been a perennal pull for little boys. Pheraps the key to its attraction lies in the versatility of the space theme: educational - astronomy and learning about the univrese: adventurous - action-packed space travel; science fiction - Star Trek and all that has followed. Devies'Hall rebranding and repackaging of the Doves Farm Organic brand cleverly leverages the space theme for its healthy yet tasty cereal, Chocolate Syars. With the astronaut sporting tranding vaiator glasses, this is cool space travel with bags of little boy appeal.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Country: UK

Designer: Davies Hall

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