LUCKY STRIKE X-PACK

Properties list:

limited edition packaging
end-user packaging
range of products
new product
tobacco and cigarettes
opening and closure systems
folding carton
cardboard and paper
unusual visual association
opaque
identity by shape
identity by textures and patterns

Lucky Strike in Spain launched the new X-Pack, an innovative pack, consisting of two bodies united in the form of X, which opens like a book, to the right and left, showing four dierent internal surface on which are four visual games that seek to offer consumers a moment of entertainment. The concept of a new X-Pack is "Open it where you want." Madrid G2 has been the agency responsible for creating the new design inside the two bodies, with four games printed on them. The pack contains a total of 20 cigarettes, 13 in one side of the pack and 7 in the other. The new pack is limited edition.

Reference: http://esicdircom.blogspot.com/2008/02/nueva-cajetilla-de-lucky-strike-con.html

Credits:

Country: Spain
Year: 2008
Agency: G2 Madrid

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