## **CREDIT CRUNCH**



## Properties list:

end-user packaging single product new product snacks confectionery and sweetness chocolate additional structural elements labels and sleeves sachet plastics contemporary transparent identity by typography identity by colour

From Purpose site: "Selfridges wanted a special chocolate, to coincide with National Chocolate Week 2008, and the fact that ? due to world events ? people are spoiling them selves with little 'treat' purchases. Purpose worked with restaurateur and Food Writer Laura Santini, and The Chocolate Society to produce some Hokey Pokey with a topical twist."

Reference: http://www.purpose.co.uk/main.html

Credits:

Agency: Purpose

Other images: