

# CREDIT CRUNCH

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## 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 themselves 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."

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

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Credits:

Agency: Purpose

Other images: