

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 different 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-cajettilla-de-lucky-strike-con.html>

Credits:

Country: Spain

Year: 2008

Agency: G2 Madrid

Other images: