

ROUTE 99 EASTER



Properties list:

- event packaging
- single product
- end-user packaging
- new product
- folding carton
- confectionery and sweetness
- cardboard and paper
- unusual visual association
- illustrated character
- identity by illustration

HartungKemp's Easter packaging for Route 29.

From [Hartung Kemp -Route 29](http://www.hartungkemp.com/See.aspx?catID=3&itemID=656) website: "Gourmet confections company Route 29 tapped HK to update their branding and create consumer packaging that would get their treats noticed in the competitive candy marketplace. We developed a bold and fun new look that unified the historic brand ? from package structure to product naming to package illustrations. ?Our caramels and chocolates have never looked so tasty,? said Route 29 owner Kim Kalan."

Reference: <http://www.hartungkemp.com/See.aspx?catID=3&itemID=656>

Credits:

Agency: Hartungkemp

Other images:

