

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:

