

# BLACK MAGIC

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## Properties list:

folding carton  
box  
cardboard and paper  
contemporary  
glossy  
identity by system of colour  
identity by colour  
identity by abstract shapes  
chocolate  
confectionery and sweetness  
new product  
range of products  
end-user packaging

A new packaging system for the Black Magic dark chocolate by Nestlé was designed to communicate the repositioning of the category as well as the brand. Each package evokes the product characteristics in terms of sensorial properties, high quality and exclusiveness.

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Reference: [http://elmwood.com/flash/?#/what/packaging/black\\_magic](http://elmwood.com/flash/?#/what/packaging/black_magic)

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## Credits:

**Country:** United Kingdom

**Year:** 2007

**Agency:** Elmwood

**Producer:** Nestlé

Other images:

