

BLACK MAGIC



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.

Reference: http://elmwood.com/flash/?#/what/packaging/black_magic

Credits:

Country: United Kingdom

Year: 2007

Agency: Elmwood

Producer: Nestlé

Other images:

