

SUPER DE BOER CEREAL FAMILY



Properties list:

- kids
- end-user packaging
- range of products
- new product
- pasta, rice and grains
- cardboard and paper
- folding carton
- playful
- unusual visual association
- die cut
- illustrated character
- toy packaging

Super de Boer is among the largest retail chain and the strongest private labels in the Neatherlands. VBAT design consultancy has recently updated the visual identity of the brand. This is a nice example of the package-as-body concept: all boxes, containing chocolate cereals for children, are a family together, with mum, dad and children. Once empty, children can even cut the dotted parts of the illustrations on box and pull out the arms of characters.

Reference: <http://www.vbat.com>

Credits:

Country: Netherlands

Year: 2009

Agency: VBAT

User: Super de Boer

Other images:

