



**Properties list:**

single product  
end-user packaging  
new product  
chocolate  
confectionery and sweetness  
folding carton  
cardboard and paper  
ironic  
contemporary  
identity by shape  
illustrated character  
kids

Rokas is a chocolate product for kids. The design is meant to attract children by making the product a character, and basing the whole design on the idea of these characters being trapped in the box and eager to get out. It is an academic project made in 2008.

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**Reference:** <http://www.behance.net/gallery/Rokas/382317>

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**Credits:**

**Country:** Colombia

**Year:** 2008

**Designer:** Alejandra Bonnet

Other images:

