

# LAST CIGARETTE

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## Properties list:

- new product
- extra-use of packaging
- single product
- tobacco and cigarettes
- box
- cardboard and paper
- unusual structural association
- identity by colour
- transgressive
- ironic
- identity by shape
- identity by typography
- end-user packaging
- adults
- packaging as a new medium

This promotional coffin-shaped packaging is a concept to remind how dangerous smoking is.

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Reference: <http://www.lowink-studio.com/>

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## Credits:

**Country:** Spain

**Agency:** Low Ink Studio

Other images:

