

LAST CIGARETTE



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.

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

Credits:

Country: Spain

Agency: Low Ink Studio

Other images:

