

DELIGHTS OF SWEDEN



Properties list:
end-user packaging
range of products
new product
bakery and bread
folding carton
cardboard and paper
identity by system of colour
identity by typography
unusual visual association

Instead of making a coherent brand name for the different flavours A-B-D therefore made the flavour the most prominent part of the packaging. Brand recognition thereby is based not on the company name but by the bold numbers on the front of the packaging, which automatically puts the flavour at the core of the brand. This need to stand out is also evident in the colours that create a rainbow on the shelves.

Reference: <http://lovelypackage.com/delights-of-sweden/>

Credits:

Country: Sweden

Year: 2010

Agency: A-B-D

Other images:

