

KOHBERG BREAD BUNS



Properties list:

end-user packaging
single product
extra-use of packaging
update
bakery and bread
flow-pack
plastics
ironic
contemporary
identity by colour
packaging as a new medium
limited edition packaging

The packaging is designed by Envision and the brief from Kohberg was to come up with a packaging idea for the rye bread buns in order to increase awareness and sales, and since The Danish Cancer Society fights breast cancer the solution was obvious.

Reference: <http://vittoriobeccari.blogspot.it/2011/11/packaging-sociale.html>

Credits:

Country: Denmark

Year: 2011

Agency: Envision

Other images: