



Properties list:  
end-user packaging  
range of products  
update  
pharmaceuticals  
blister-pack  
plastics  
metals  
ironic  
unusual visual association  
identity by illustration  
limited edition packaging

The aim of the packaging is to show that it doesn't matter what you eat, Nobilin can help the digestion. This graphic solution and the language used remind of haunting, so the package could be considered "not politically correct". The target user of the project were doctors, to make them prescribe Nobilin.

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Reference:

Credits:

**Country:** Germany

**Year:** 2011

**Agency:** BBDO

Germany

Other images:

