



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.

Reference:

Credits:

Country: Germany

Year: 2011

Agency: BBDO

Germany

Other images:

