NOBILIN



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:

