



Properties list:

new product
confectionery and sweetness
folding carton
cardboard and paper
opaque
photo to describe
illustrated character
range of products
end-user packaging
kids

The brand Let's Eat is for a target private label kid's food concept. The packaging system was conceived to be fun for kids and communicate the nutritional attributes of the product to parents. Fun type and illustration work in harmony with food photography across a broad range of foods, from cereal to frozen chicken nuggets.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Werner Design Werks

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Other images:

