

DOVES FARM ORGANIC CHOCOLATE STARS



Properties list:

- new product
- single product
- kids
- end-user packaging
- confectionery and sweetness
- chocolate
- box
- cardboard and paper
- smooth
- illustrated character
- identity by illustration

Fast and crazes in kids' toys come and go, but space has long been a perennial pull for little boys. Perhaps the key to its attraction lies in the versatility of the space theme: educational - astronomy and learning about the universe; adventurous - action-packed space travel; science fiction - Star Trek and all that has followed. Davies' Hall rebranding and repackaging of the Doves Farm Organic brand cleverly leverages the space theme for its healthy yet tasty cereal, Chocolate Stars. With the astronaut sporting trading viator glasses, this is cool space travel with bags of little boy appeal.

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

Credits:

Country: UK

Designer: Davies Hall

Other images: