

## Panda Vaajakoski praline chocolate boxes

Serving up something different for the mainstream Finnish market. The client wanted something eye-catching, nordic, contemporary and premium enough to showcase a very different range of pralines. Taking inspiration from modern Finnish art and aiming for something to delight and surprise consumers browsing mainstream chocolate shelves. Each element on the box is inspired by the circular shape of the pralines, whilst special print techniques help to elevate this a worth gift for those looking for something totally different. Aiming to help Panda to raise quality perceptions and inject a sense of contemporary style into the brand.