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concepts



final products

packaging design

the brief

Marks & Spencer sell over 30 chocolate confectionery lines including chocolate bars, low calorie chocolate, snack bars and high quality Belgian praline chocolates. We were asked by Kellaghan Design to help conceptualise, design and artwork the entire M&S Chocolate range.

our approach

The range had evolved over time and had no consistent identity. We segmented the range by using consumer motivational modelling techniques. Working within a conceptual theme of "M&S love Chocolate" we created an overall visual identity that could sit comfortably within the M&S branded look, yet was distinctive in itself.

result!

Each product cluster was designed to appeal to the individual motivational needs identified, whilst still forming a high quality, coherent chocolate range identity.

MARKS &
SPENCER

CASE STUDY

M&S Chocolate rebranding

see more at www.silentcity.co.uk

All work was created at Kellaghan Design.

