Dakotah Gibson

Graphic Design

Chocolate Brand Packaging Research Justification

Nearly every component of my design has a meaning and research was done to aid me in these decisions.

To start, the name of my brand is “La Bombonera” which according to The Stadium guide website <<http://www.stadiumguide.com/bombonera/>> is the nick-name of major stadium in Argentina where the Boca Juniors play, among other soccer teams. This Phrase translates to “The Chocolate Box” in english. The legend is that the Architect realized the similarity of its shape when he was eating some candy from a chocolate box and gave it the name himself.

Secondly, my box is constructed from reclaimed/repurposed wood which helps fight global issues such as deforestation. while it may not be necessarily a large problem in either America or Argentina (compared to some countries) it is still a problem that poses a threat to the world as a whole. I also personally think the aesthetic appeal of the wood used for the box is fitting to the café culture target audience for this product.

Falk, Robert H. [North American Wood Waste Forum: Summary of Group Feedback, February 2–3, 2012.](http://purl.fdlp.gov/GPO/gpo41828) Madison, Wis.: [U.S. Department of Agriculture](https://en.wikipedia.org/wiki/United_States_Department_of_Agriculture), [Forest Service](https://en.wikipedia.org/wiki/United_States_Forest_Service), Forest Products Laboratory, 2012.

And to address my decision for target audience I would like to say that I personally would consider myself one who would fit into this target audience. I think it is a common thing in America to attend coffee shops, or to be an avid coffee drinker. As seen in articles such as this: <<http://therealargentina.com/en/argentinas-cafe-culture/>> café culture is prominent enough in Argentina to draw inspiration from, whether it be the modern, commercial coffee chains, or the historic coffee shops found on the streets of Buenos Aires.

To accompany the Target Audience (Café culture) i chose to use a burlap lining inside the box to give the chocolate bars some insulation and protection as well as a visually cohesive look with the neutral tone as well as some added tactile value. As well as this, burlap was used for coffee bean packaging. Not many strong resources could be found supporting “why” burlap was used for this purpose, but with a quick search you can find that burlap was prevalently used for it.

The flavors I used were inspired by both Argentinian flavors as well as one American one. I chose Yerba Mate which is a tea that originated from Argentina and other South American countries. <<http://guayaki.com/mate/1894/Legends-of-Yerba-Mate.html>> Dulce De Leche, which is very common to Argentinian culture. this phrase translates to milk and sugar and it is a caramel-like substance made from milk and sugar. and lastly was the Americano flavor, which is a nod to America and its café culture itself.

The colors for some of the type used in my design (Blue, and yellow) are the colors from the Argentinian flag, and the use of plain white labels is also color inspiration draw from their flag.

And lastly After I used a noticeable repetition of the square form of the box in this design just to further its cohesiveness, with the square box, square label, and square graphic on each individual bar as well.