

Cadbury vs. Beacon chocolate packaging design

I am sure that most people are aware of the 'newish' foil packaging of Cadbury and Beacon chocolate slabs.

The brands are naturally in close competition (and taste pretty much the same) but I feel that Cadbury wins hands down in terms of design and appeal for the following reasons:

1. The Cadbury logo stands out with the sharp contrast of white on deep purple. The Beacon logo, however, is lost almost completely in its weak beveled appearance - just not enough contrast, and therefore the brand immediately seems the weaker of the two.
2. Cadbury uses a more original layout which includes various typefaces and colours, whereas the Beacon packs seem dated and boring, not to mention the amateur blending of the product shot into the red background. It just doesn't look right.
3. The pictures of the Beacon chocolates seem very yellow, which gives the impression of stale chocolate.

I would love to know which one is selling better, I think Beacon's guerilla-tactic of "20% extra" is an indication. If there is a large difference in sales, I think this would be a great example of how design really affects selling.

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