



# Darrell Lea: Rocklea Road Raspberry

**Darrell Lea** is an Australian company that manufactures and distributes confectionary, chocolate, and liquorice. One of its most iconic products is its Rocklea Road Raspberry, which was traditionally packaged in printed cellophane since the 1960s. Darrell Lee decided to revamp the product through new packaging.

## Objective:

The new packaging was designed to enhance a long-time customer favourite with appealing and functional packaging.

## Method:

The new packaging incorporated a Dispersion and a spot UV Varnish, to create light reflections and a textured coating on one side of the box to feel 'rocky'. The packaging drew attention to the company's Palm Oil Free status, sustainably sourced Cocoa, and hand-pressed process.

## Results:

The new packaging was much easier to merchandise in-store, unlike its cellophane predecessor. The new packaging attracts customers for gifting, presents and stacks well in stocked stores, and has enhanced sales. ●



The attractive new packaging has improved sales.

