

the first edible BUSINESS CARD AROUND THE WORLD



THE BRIEF

Perform the Princesa de chocolate company's corporate image for the various products they offer to their customers.

THE CHALLENGE

The main business of Princesa de Chocolate Company is to provide custom desserts from individual customer requirements. That's why we wanted to create an also customized, unique, business card and not one of the bunch that will end in the trash or in the best cases saved in a wallet forever.

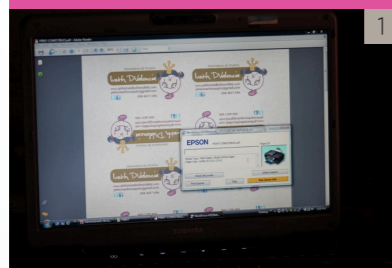
THE FINAL DESIGN

We created a real "company card". Nothing better for a dessert company than make an 100% edible bussiness card who not only attracted the attention of the customers but also made them think about the good taste of all their products.

RESULTS

30% increase in sales
300 new face fans
175 new twitter fans

PROCESS



TASTING