

Halls redesigns packaging for cool impact

Halls has relaunched its range with an appealing new pack design that is intended to be sleek and modern and include fresh, fruity and colourful imagery.



The designs have been implemented across the entire Halls range; Menthol & Eucalyptus, Cherry, Ice Blue Honey & Lemon, Halls Vita-C and also Halls Juicy Coolers in Strawberry and Blackcurrant. These come in sticks, multi-packs and individually wrapped sweets, which are in bags of 72s.

"The new designs were developed in South Africa following consumer research conducted on a global basis and has been aligned across all our markets, which means that Halls will look very similar, no matter which country you're in. The consumer results indicated increased brand appeal, on shelf stand out and propensity to purchase," says Alistair Mokoena, marketing director of Candy and Gum.

It's cool

The new designs include the introduction of a cooling level indicator, which shows consumers how much cooling to expect for their favourite variant.

"The brand invigorates the senses with a cooling sensation that wakes the mouth up with a menthol or fruit burst. Halls and Halls Coolers are great to eat every day, through winter and summer, allowing you the freedom to express yourself and enjoy life to the fullest," concludes Mokoena.

Halls and Halls Coolers are available at retail stores nationwide, R5,99 to R6,99 each.