



Nom this Cookie! –has a “memetic pocket fun” concept. It’s designed to be fun, portable, and humorous– something people can both enjoy and mess around with, bordering chaotic fun.

It’s targeted for teenagers and young adults, who would find it an ideal snack for a get-go; whether they are on a road trip, having a movie night, or simply in recess, they can enjoy popping or tossing the cookies into their mouth—or their friends’.

The box is shaped to be that of a speech bubble and uses pop art-theme with bright colors, to evoke a comical and pop-cultural sense. It also utilizes big bold letters to stand out more—The cover is kept simply to the brand name, which is also the message we want to convey to the consumer: “(just) NOM THIS COOKIE!” The cookies are bite-sized, so that the consumer may pop them into their mouth like pop-corn (and play tricks with them even).



