

6.5"

8.5"

NEW *Cadbury*

EXPANDING OUR BISCUITS FAMILY

The front panel features a dark purple background with a magenta curved banner in the top left corner containing the word "NEW" in white. The Cadbury logo is in yellow script. Below it, the headline "EXPANDING OUR BISCUITS FAMILY" is written in large, bold, white and yellow sans-serif fonts. The bottom half of the panel shows three packages of biscuits: two "Crunchy Melts" (one "double indulgence" and one "chocolate centre") and one "Chocolate Chip Brownie". Each package is blue with white and yellow text and images of the biscuits. The packages are arranged in a cluster, with the Brownie package standing upright and the Melts packages lying flat in front of it.

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The back panel is identical to the front panel, featuring the same layout, colors, and product imagery.