Element from Concept through Production
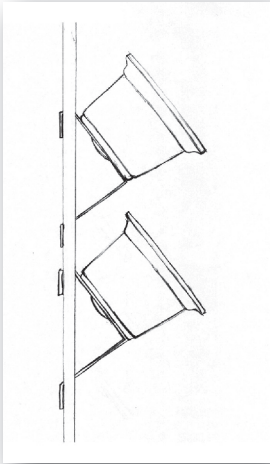
Initial Concept
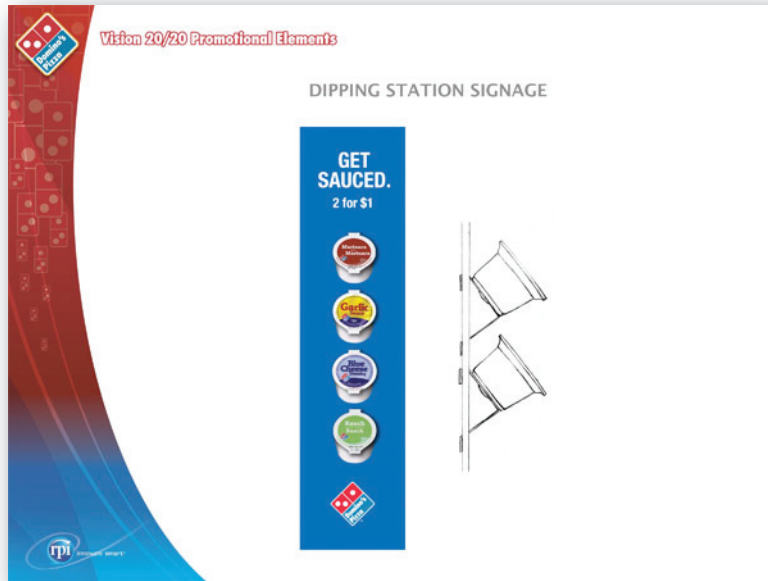
Concept Presentation
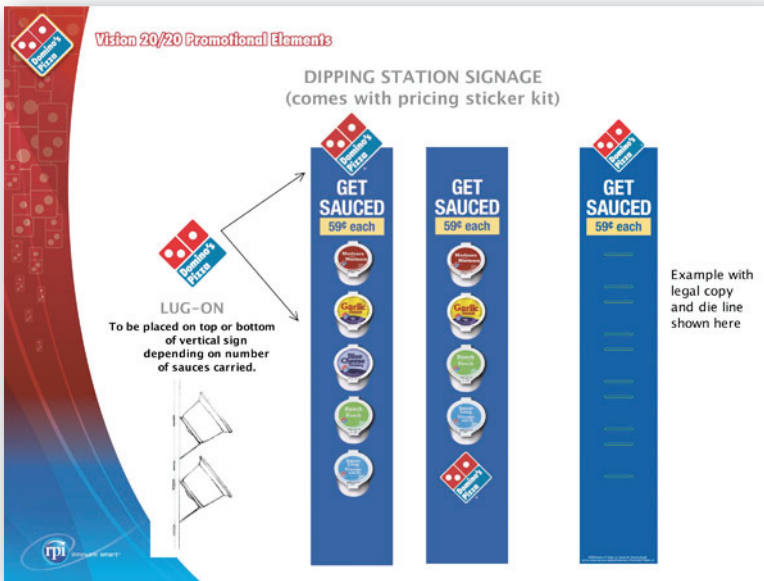
Element Revision

Final Production

Element Development: The initial concept changed from "live" product samples to simulated packages over longevity and spoilage concerns. Representations of the packages became customizable for each store.

DOMINO'S