Tencent 腾讯

有你相伴 皆视团圆

设计说明

有你相伴，皆”视“团圆——一语双关，
巧妙的把”电视“与中秋结合在一起。

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设计说明

盒子表面圆形镂空，透出内盒画面，利用抽出内盒的动态过程，颇具趣味性得展现了电视技术的几个演变阶段, 黑白电视，彩色电视，到现今的企鹅盒子。胶片画面中的人物主题风格颇具年代感，和当时的电视相呼应。
当内盒被完整抽出时，露出呈现一轮明月

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设计说明

内盒中抽出月饼盒子与企鹅盒子，分别对应不同年代的画面。

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