## MORINAGA MUMMY MILK DRINK



## Properties list:

new product
kids
brick
polylaminated
playful
unusual visual association
illustrated character
identity by illustration
milk
range of products
end-user packaging

Japanese Morinaga Mammy Milk Drink is a range of milk-based drinks addressed to kids. The packaging design is very simple, based on one brand colour and a differend funny animal character for each packaging. The animals are personified and shown while they're playing a sport, so that the children - who are not always so glad to drink milk - are induced to drink associating it with the "taste" of playing and an increase of power due to drinking milk.

Reference: http://www.jamesbowskill.com/offtheshelf/

Credits:

Country: Japan

## Other images:



