

# ICE CREAM CUPS



## Properties list:

- confectionery and sweetness
- other shapes
- plastics
- cardboard and paper
- playful
- unusual structural association
- identity by shape
- illustrated character
- identity by illustration
- concept
- single product
- end-user packaging
- kids
- toy packaging

Ice cream by Jun Fei for Nestlé, illustrate images of animal gures. Functionally the packaging carrying the ice cream. The packaging uses an easy - opening system of the container, that we can easily take off the plastic top from the cup. The important thing is the communication which illustrate different animal gures as a toy. Comes with a gure model of the body with spring that lets peel out and stick the ice cream cup on it. Changing it into a bobble head gure. A sustainable ice cream cup which reuse the packaging as a toy. An impressive communication to childrens who really likes to play and eat sweet things too. The sorbet ice cream has four avors in four different cups: banana, strawberry, mint, mango.

The colors of the packagings depends on the falvors: brown, red, green and orange. The gures are also different in each package. The packaging doesn't contains a lots of written informations. This packaging is absolutely for childrens and teens. Childrens likes the images and this packaging contains almost just colorful images. This is a smart communication to childrens, which is very simple but effective way advertising to children.

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Reference: <http://www.dsgnwrld.com/packaging-design-for-nestle-ice-cream-1646/>

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Credits:

**Designer  
and  
illustrator:**  
Jun Fei

Other images: