FRUSÃŒ

Properties list:
end-user packaging
single product
new product
snacks
confectionery and sweetness
cluster
plastics
transparent
identity by typography
identity by illustration

Packaging is not only one of the elements around which the success of a product is palyed, but it is also a key part of the image of brand in itself. This consideration made by the Susanna Bellandi, AD of Future BRand Giò Rossi Associati, during the last edition of Cibus R oma 2007, before citing some concrete experiences. Among these the new Frusì by U nilever, only recently introduced onto the Italian market. It is a cereal, yoghurt and fruit based chilled dessert for a famale target who are on the lookout for healthy but tasty foods. FutureBrand took part at the entire creative process for developing Frusì: from the initial s couting in selected countries, to inhouse brainstorming with Marketing and R&D, up to encounters with production to check the real feasibility of the product, the choiche of the name up to the design of the pack. The result is a pack with a strong personality, calibrated to dialogue with its principal target and fully capable of transmitting its innovatory capacity.

Reference: ItaliaImballaggio N.10 October 2007

Credits:

Country: Italy
Year: 2007
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