

Giuso 07/advertising, brand image and communication tools/2007

Project created for a leader company of semi-finished ingredients dedicated to hand-made ice-cream shops.

The theme based on the quality of the content-ice-cream is communicated in a unusual way trough the design of innovative containers (cups) to be used to enhance the consumer's experience promoting the separation of the different flavours and the ice-cream consume instead of lunch.

The combination between content and container becomes the main idea behind the advertising press campaign revolutionizing the product's field and reinforcing the brand's company policy.

www.giuso.it

www.hstudio.it