

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 Mummy 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 different 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:

