

# SOY MAMELLE

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## Properties list:

single product  
concept  
milk  
additional structural elements  
other shapes  
plastics  
glass and ceramics  
natural  
contemporary  
eco-friendly  
transparent  
smooth  
identity by shape  
identity by colour  
identity by abstract shapes  
end-user packaging

KIAN took on the process of naming, formulating a creative brand conception, and creating the package shape. Soy milk "Soy mabelle" is a 100% vegetative product. It is a source of high grade fiber and calcium, containing no cholesterol and a proven ability to actually lower cholesterol levels in the human body.

The developed conception of the package shape resembled an udder, which presents the first half of the message in that soy milk is identical to that of a cow. The second part of the message is delivered via the colour score and décor of the packaging, which concentrate on the phyto-genesis of the product, creating an image of nature and health.

The package can be made of a PET or a glass. It has convenient lid and leans on a 3 legs. This finding has tremendous potential for improvement of brand identity in POS-materials and nonstandard equipment trading.

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Reference: <http://kian.ru/eng/projects/soy/>

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## Credits:

**Country:** Russia

**Year:** 2010

**Agency:** Kian Brand

Agency

Other images:

