



**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 played, 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 Roma 2007, before citing some concrete experiences. Among these the new Frusi by Unilever, only recently introduced onto the Italian market. It is a cereal, yoghurt and fruit based chilled dessert for a female target who are on the lookout for healthy but tasty foods. FutureBrand took part at the entire creative process for developing Frusi: from the initial scouting 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 choice 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.

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Reference: [ItaliaImballaggio N.10 October 2007](#)

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**Credits:**

**Country:** Italy

**Year:** 2007

**Agency:** Future  
Brand

Other images:

