



## Properties list:

teens  
end-user packaging  
single product  
soft drinks  
new product  
labels and sleeves  
bottle  
mass-market  
pop  
plastics  
unusual visual association  
identity by illustration  
opaque  
smooth  
identity by typography  
identity by colour

From DragonRouge website: "**Challenge:** The idea was to create new growth drivers for Yoplait by helping it penetrate a new segment without taking it away from the core Yop consumer base: young adults who like soft drinks.

Dragon Rouge identified three key priorities:

- Be straightforward and honest, avoiding caricatures of the codes appealing to young people
- Express the unique sensorial experience afforded by a product that is sweet and bubbly
- Mark a breakthrough in a crowded dairy drinks segment

### **Solution:**

Dragon Rouge portrayed Dizzy as delivering unique sensations to "free the mind and stimulate the senses", taking a disruptive view of the dairy universe:

- Aluminum bottle
- Powerful color code that is both premium and innovative: purple
- Background that evokes a polysensorial experience
- Mascot: an "utterly deranged" moose

Sold on dairy drinks shelves since September 2008, Dizzy has proven highly popular with teenagers. The comprehensive visual universe created for the new brand allows it to be expressed via numerous applications: the brand can "speak" and the moose can "speak for it". The associated color, typography and photographic registers are immediately recognizable."

---

**Reference:** [http://www.dragonrouge-usa.com/files/casestudy/63/pdf/dr\\_dizzy\\_en.pdf](http://www.dragonrouge-usa.com/files/casestudy/63/pdf/dr_dizzy_en.pdf)

---

### **Credits:**

This document was created by [www.packagingdesignarchive.org](http://www.packagingdesignarchive.org)  
**Country:** France  
Original web page: [http://www.packagingdesignarchive.org/archive/pack\\_details/417](http://www.packagingdesignarchive.org/archive/pack_details/417)  
**Agency:** Dragon Rouge

Other images: