

Introducing premium shakes and smoothies.



"I want a feeling of **complete joy** to break through the chaos and cover me in a blanket of creamy **soft goodness**. I want to taste all my favorite things, like **raspberries** and chocolate and coconut. I want waves of flavor to fill my entire body and **awaken my senses**. I want a **sweet temptation**, made just for me."

22 x 45 Display

Introducing premium shakes and smoothies.



Cups of **joy**, made just for you.

8 x 11 Counter Card



Introducing premium shakes and smoothies.  
Cups of **joy**, made just for you.

45 x 22 Banner

**CUSTOM FOR YOU** - This concept combines high-end photography with whimsical type and design elements to introduce Sipsations shakes and smoothies.

The execution shown features a girl, but to reach a broader group, we would shoot three different people with three different custom shakes and smoothies. The photos would be all shot in the same dreamy photo style, all tight on the people sipping their drinks.



COLD STONE / SIPSATIONS / CUSTOM FOR YOU



"I want a feeling of complete joy to break through the chaos and cover me in a blanket of creamy soft goodness. I want to taste all my favorite things, like raspberries and chocolate and coconut. I want more of flavor to fill my entire body and awaken my senses. I want a sweet temptation, made just for me."





22 x 45 Display



8 x 10 Counter Card

**LIQUID JOY** - This concept uses drops of liquid to represent the many flavors that can be combined to create customized Cold Stone shakes and smoothies.

The design style is bold, colorful and eye-catching. To make it stand out even more, the background snowflake pattern could be printed with an iridescent varnish.



Hanging Mobile



45 x 22 Banner









22 x 45 Display



8 x 11 Counter Card

**WHERE DOES SIPPING TAKE YOU** - This concept is more lifestyle oriented. Photography shows different people enjoying Sipsations wherever they go.

Illustrations keep look soft and fresh for a spring- summer launch.



45 x 22 Banner



