



**How to contain our little monsters?  
Of course with ice-cream.**

Sometimes children become obstinate little monsters ready to do anything to have their way. They stamp, shout, run around, and wreak havoc, making their parents' lives a nightmare. Those little monsters even have their own language, where the word for "ice-cream" becomes "mayozhni." They won't stop screaming "I WANT MAYOZHNI!" in the store until they get one.

\* "Marozhni" is a common slang word in Armenia for "ice-cream," and children often mispronounce it as "mayozhni" (pronounced "mah-yozh-nee").



For the packaging, we created cute little monsters that represent children being lively, mischievous, happy, naughty – or just children being children. Each flavor is a specific monster with its own characteristics: a cheerful smile, a set of silly teeth, devilish horns, etc. Flavors are differentiated through a wide color palette, making the product more appealing to our target audience. Children pick their “Mayozhni” based on either the flavor or the monster design.





















