



ОТКРОЙ ТАЙНУ ВКУСА

Chills
SODA

MYSTERY
EDITION**

CHIILZ

A new season brings new ideas. This spring and summer, Chiilz launched a secret limited-edition flavor — and we gave it a unique identity. With previous “Raspberry-Waffle,” everything was straightforward. However, this time, the challenge was bigger: not only did we need to design a beautiful can, but we also had to conceal the flavor, yet make the packaging visible.

Why it’s a Mystery Edition? The flavor is a secret. We couldn’t name it or show it, but we could turn it into a game.

Our consumers grew up online, where the real world and the digital world blend seamlessly. We immersed ourselves in the language of pop culture and gaming: from Nyan Cat to Pac-Man to Mario. We explored, experimented, and became absorbed until we found ourselves in a digital playground where everything was possible.

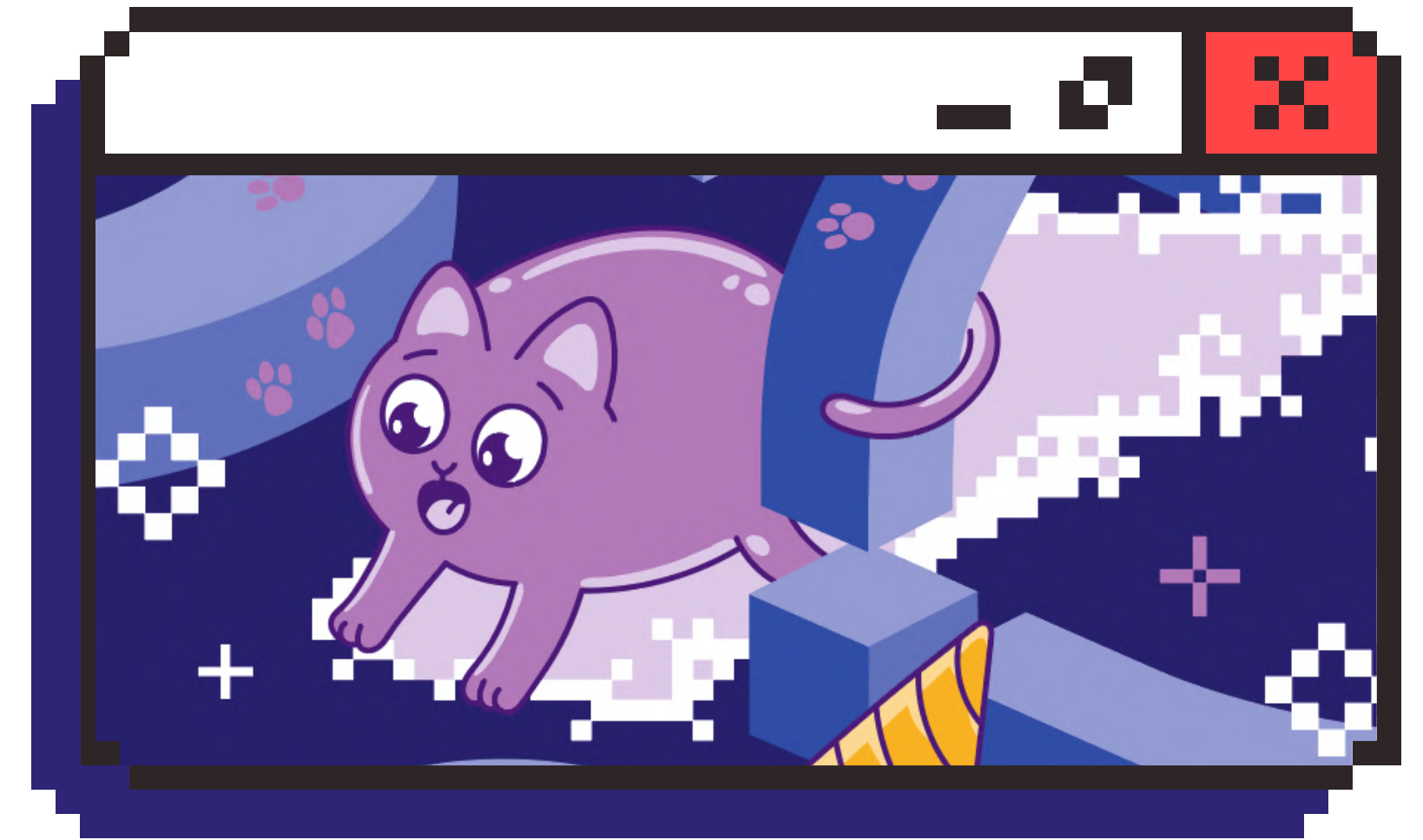
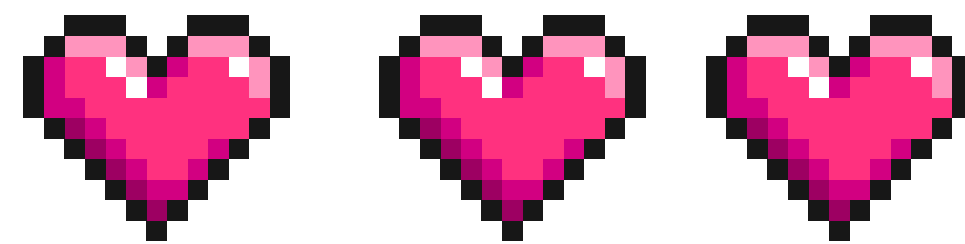
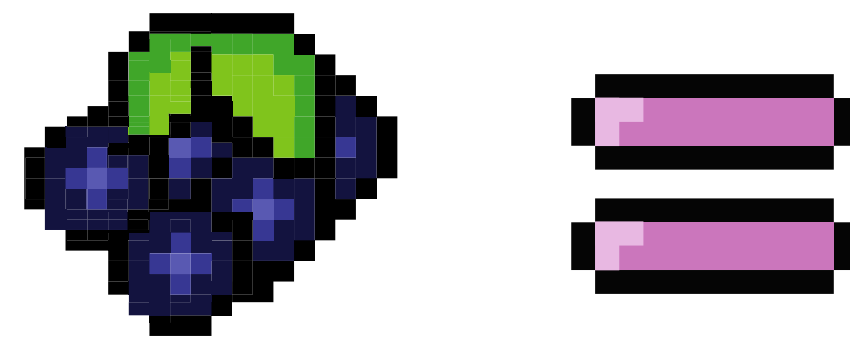
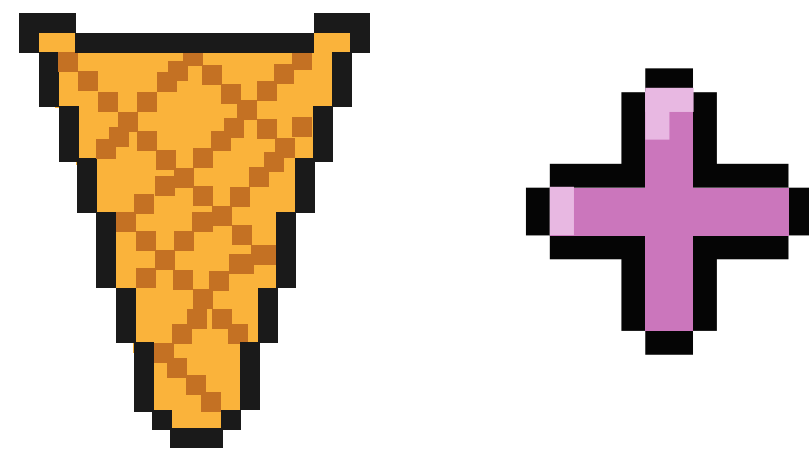
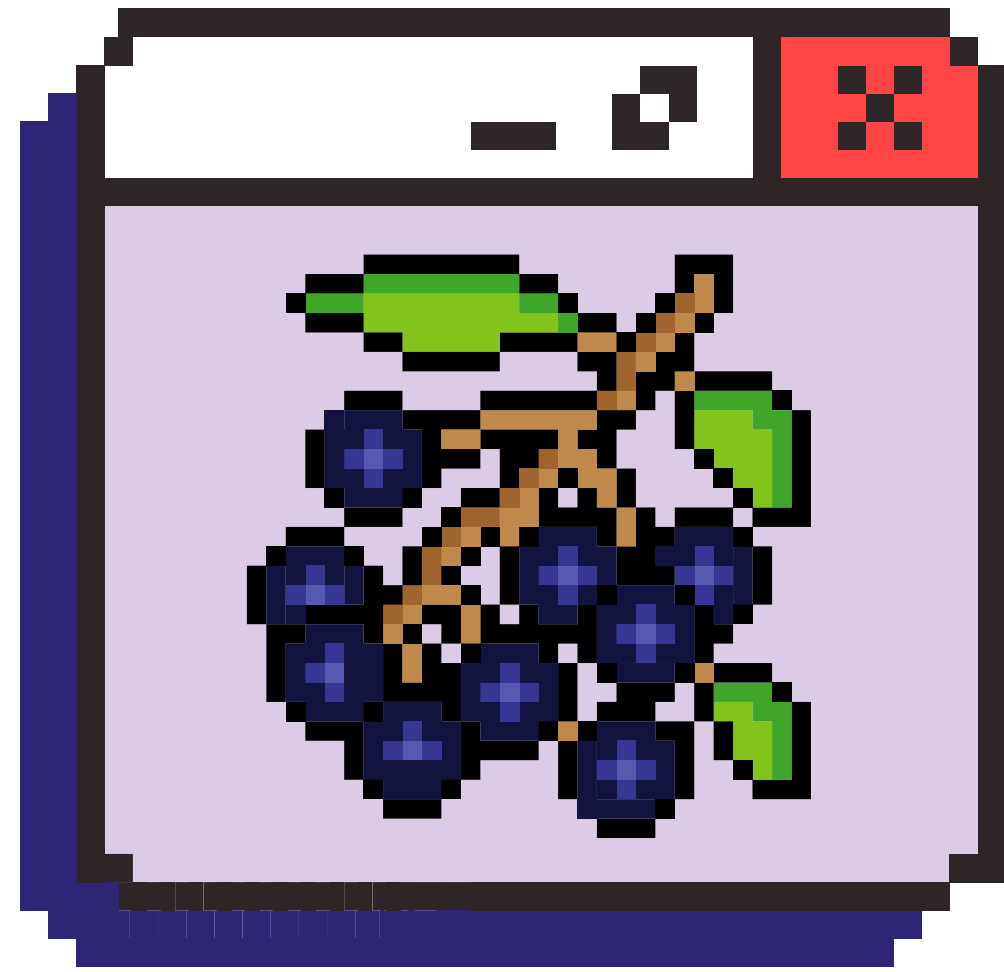
And then came the breakthrough: Mission Possible. The plot centers around a brand-new Chiilz flavor that was stolen from the lab before anyone could taste it. Now, two secret agents — the purple cats, Purple and Pinks — are on the case. Their nemesis? The sneaky skunk, SUS. The chase begins!

For the can, we stayed true to the Chiilz style but took it to the next level. Instead of clouds and conveyors, we designed an infinite abstract space filled with floating 3D question marks. Cosmic cats in waffle-cone hats ride these marks. The can’s white top contrasts with deep purple, while yellow waffle tones balance the palette and highlight the heroes.

But the story didn’t end with the can. Our key visual took the cats to the streets in out-of-home advertising. We launched an animated film where they chase the villain and hunt for the flavor. The investigation continued on TikTok and Instagram.

Followers created theories, argued, and guessed. Engagement soared, and Chiilz gained new characters to represent the brand — fun, playful, and unforgettable.

Instead of just one seasonal flavor, we created an adventure. We produced not just assets, but a complete story — one that reminds everyone: Chiilz is always creative, always fun, and always delicious.









НОВИНКА

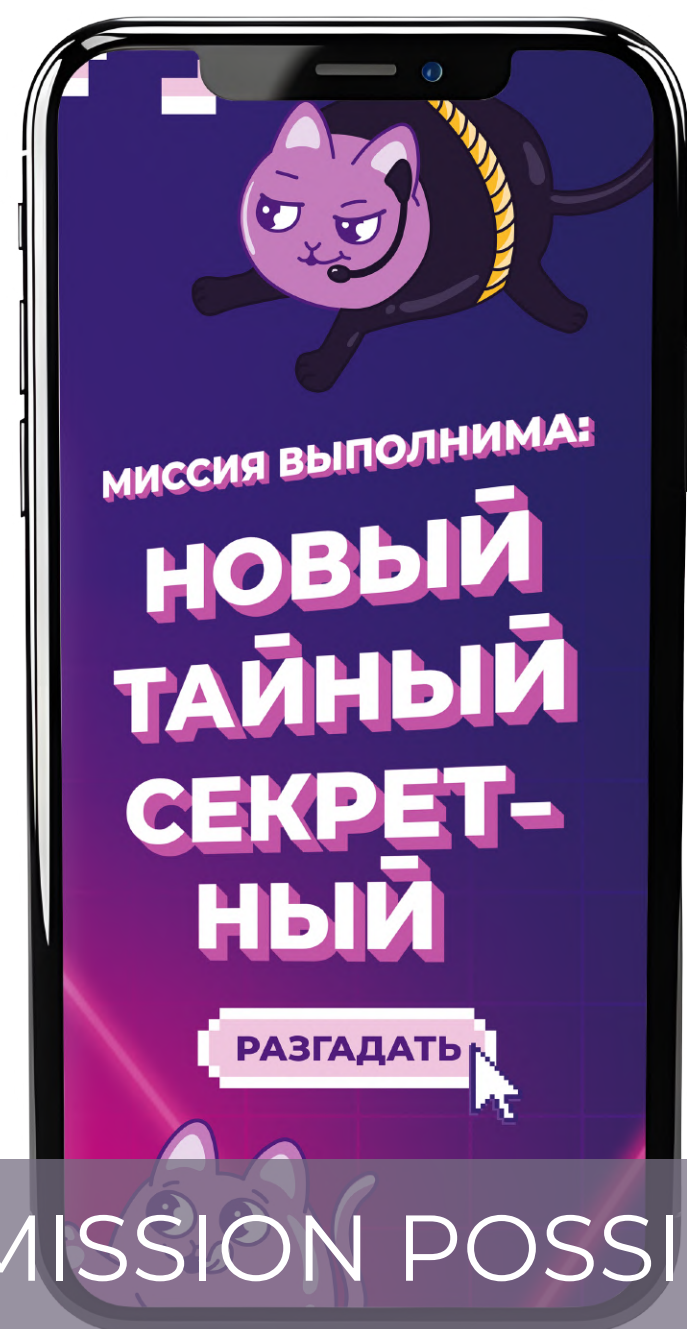
МИССИЯ ВЫПОЛНИМА:

НОВЫЙ
ТАЙНЫЙ
СЕКРЕТНЫЙ

РАЗГАДАТЬ



MISSION POSSIBLE: NEW, MYSTERIOUS, SECRET. SOLVE IT



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