

Holanda x Flamin'Hot 2025

TWO SENTENCES: Describe the intent of your project in 100 characters.

Un empaque que conecta el sabor extremo de Flamin' Hot con el mundo de los helados.

THE CHALLENGE: Explain the problem/reason the project/product was developed

Conectar de forma efectiva con dos audiencias clave: los fanáticos del sabor picante de Flamin' Hot y los consumidores leales de helados Holanda. El reto fue traducir esta combinación inesperada en un diseño de empaque que comunicara, de inmediato, una experiencia sensorial innovadora y provocadora.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers

El diseño comunica de forma clara y atractiva la dualidad del producto: una paleta helada con efecto picante. La imagen central del producto, combinada con los colores vibrantes asociados a Flamin' Hot, transmite frescura con una intensa carga sensorial. El empaque despierta curiosidad inmediata, destacando en punto de venta y conectando con consumidores que buscan nuevas experiencias.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy

La propuesta rompe con las convenciones visuales del segmento de helados al integrar códigos gráficos propios de las botanas picantes. Esta fusión inusual da lugar a un empaque provocador, que despierta interés y se vuelve relevante en un mercado saturado. La mezcla de conceptos opuestos (frío + picante) genera una tensión visual y emocional que lo hace memorable y digno de reconocimiento.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

La paleta es la protagonista, envuelta en flamas gráficas que representan el efecto picante de forma estilizada y contundente. La composición visual gira en torno al contraste entre el morado y el rojo, creando una identidad intensa, energética y moderna. La tipografía y los elementos gráficos refuerzan la personalidad de la marca: directa, desafiante y sensorial.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

We don't have results yet.

Marketing Team

PepsiCo Design Center LATAM

Holanda x Flamin'Hot 2025

TWO SENTENCES: Describe the intent of your project in 100 characters.

Developed a package that connects the extreme flavor of Flamin' Hot with the world of ice cream.

THE CHALLENGE: Explain the problem/reason the project/product was developed

Effectively connecting with two key audiences: fans of the spicy flavor of Flamin' hot and loyal consumers of Holland ice cream. The challenge was to translate this unexpected combination into a packaging design that immediately communicated an innovative and provocative sensory experience.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers

The design clearly and attractively communicates the product's duality: a popsicle with a spicy kick. The product's central image, combined with the vibrant colors associated with Flamin' Hot, conveys freshness with an intense sensorial charge. The packaging sparks immediate curiosity, standing out at the point of sale and connecting with consumers seeking new experiences.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy

The proposal breaks with the visual conventions of the ice cream segment by integrating graphic codes typical of spicy snacks. This unusual fusion results in provocative packaging that sparks interest and becomes relevant in a saturated market.

The combination of opposing concepts (cold+spicy) generates a visual and emotional tension that makes it memorable and worthy of recognition.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

The palette takes center stage, wrapped in graphic flames that represent the spicy effect in a stylized and powerful way. The visual composition revolves around the contrast between purple and red, creating an intense, energetic, and modern identity. The typography and graphic elements reinforce the brand's personality: direct, challenging and sensorial.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

We don't have results yet.

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