

THE MOOD

Ice cream as a way to express who you are and how you feel

Challenge & Approach

The modern ice cream market is packed with products that mostly compete on flavor. But the usual categories don't make much of an impact anymore – “chocolate” or “vanilla” just isn't enough. More and more, people choose products as a way to express themselves, and brands are looking for new ways to connect emotionally with their audience. Our task was to create a brand concept that doesn't appeal to rational flavor choice, but to a person's emotional state. The goal? Turn ice cream into a way to express who you are and how you feel.

Idea & Name

We ditched the usual “chocolate, vanilla, or strawberry” approach and went for something new: ice cream as a reflection of emotions. That's how The MOOD line was born – ice cream that understands you. No need to choose between strawberry or pistachio – just choose how you feel. Each flavor is like an emotion in a spoonful. Instead of picking a flavor, people pick what resonates with them here and now. This turns buying ice cream into a personal ritual and makes the brand more engaging and memorable.

Design

We built a visual language using color, typography, and minimalist icons. Every element has a role: color sets the emotional tone, the font gives character, and the icons act as simple but expressive symbols of your inner state. Together, they form a system where the packaging doesn't just stand out on the shelf – it instantly communicates the mood inside. The system is also easy to scale with new emotional states while keeping the brand cohesive and instantly recognizable.



**LIFE COMES
IN MOODS,
AND EVERY MOOD
HAS A FLAVOR
TO SAVOR**



The mood



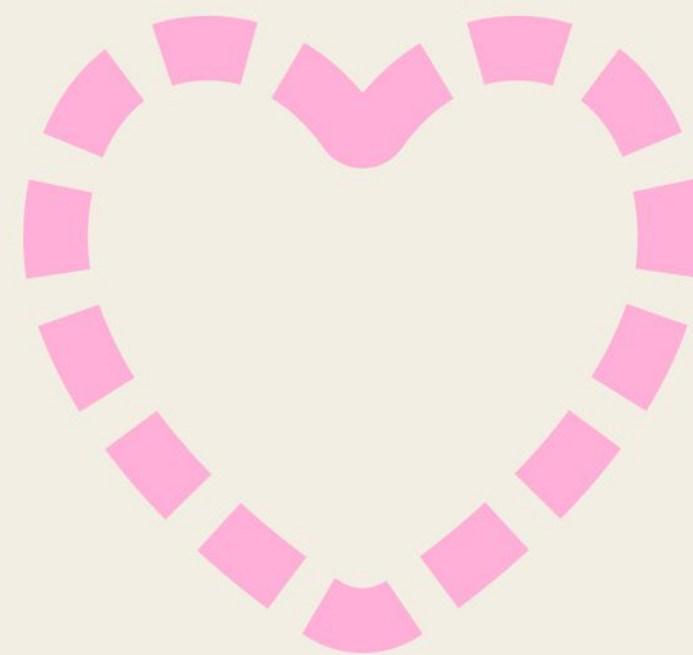
**LIKE YOU
TODAY**



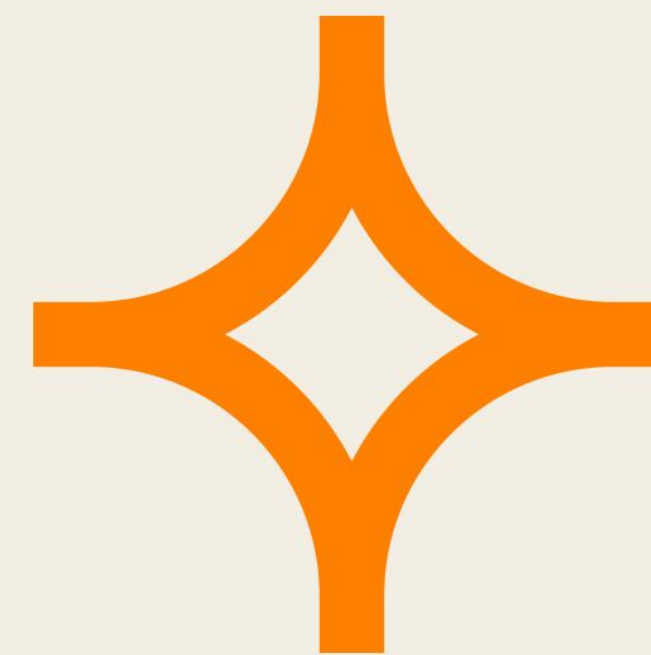




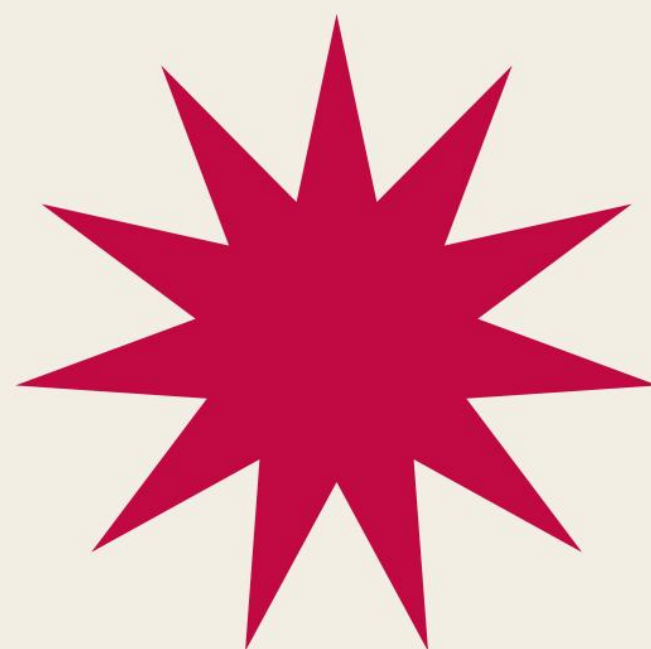
INSPIRATION



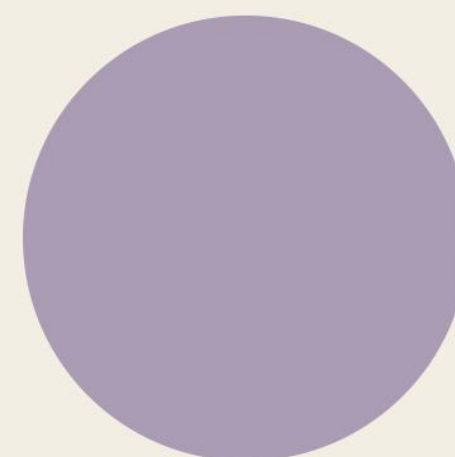
ROMANTIC



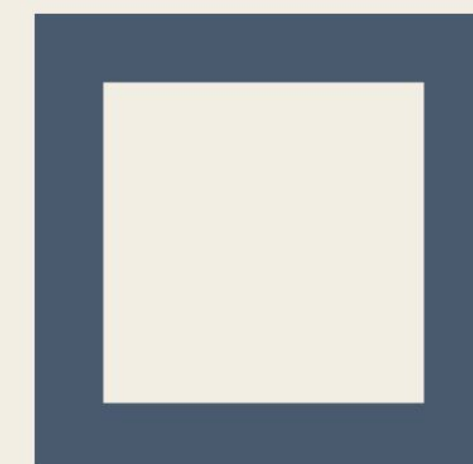
HAPPINESS



IRRITATION



LONELINESS



EMPTINESS

**SWEET NOW,
SWEETER LATER**







**IDEAS
DON'T WAIT.
NEITHER
SHOULD YOU**



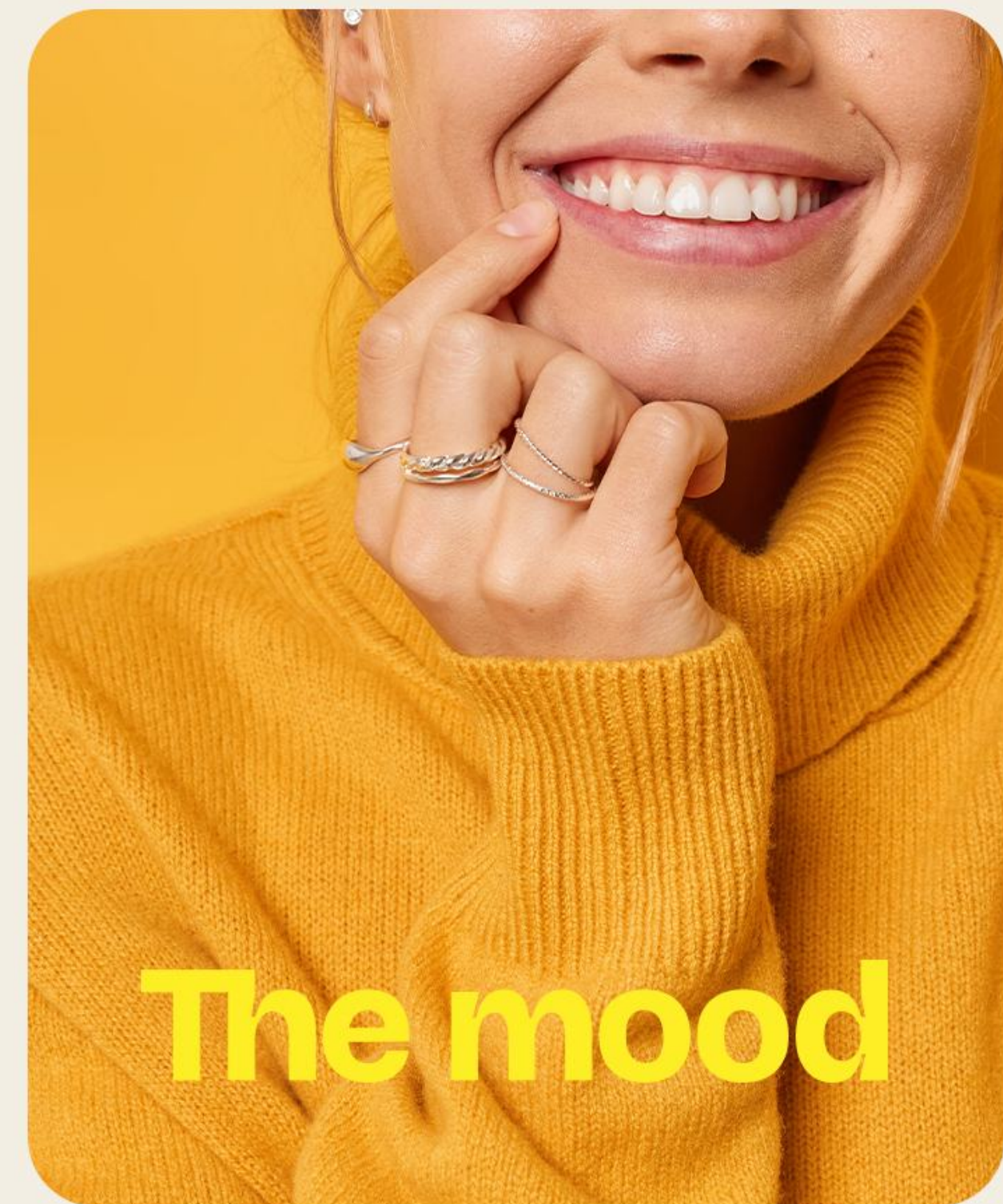




**TOO MUCH
HAPPINESS?
NEVER
A THING**



**White chocolate,
rose & strawberry
ICE CREAM**



The mood

It doesn't ask permission –
inspiration just happens.

ICE CREAM

Yuzu, white tea
& mint

INSPIRATION



INGREDIENTS:
Milk, cream, sugar, yuzu puree, brewed
white tea, mint extract, natural flavors.

Keep frozen at 0°F (-18°C) or below.
Do not refreeze after thawing.
Best if used within 12 months
from production date.

The Cream Dept Co.
182 Wythe Ave, Unit 3B
Brooklyn, NY 11249, USA
+1 (718) 555-3921
www.creamdept.co

NET WT 150G (5.3 OZ)



Nutrition Facts

Serving Size 1 container (150g)
Servings Per Container 1

Amount Per Serving	
Calories 240	Calories from fat 80
% Daily Value*	
Total Fat 12g	15%
Saturated Fat 7g	35%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 60mg	3%
Total Carbohydrate 28g	10%
Dietary Fiber 1g	4%
Total Sugars 24g	
Protein 4g	

*Percent Daily Values are based on a 2,000 calorie diet.

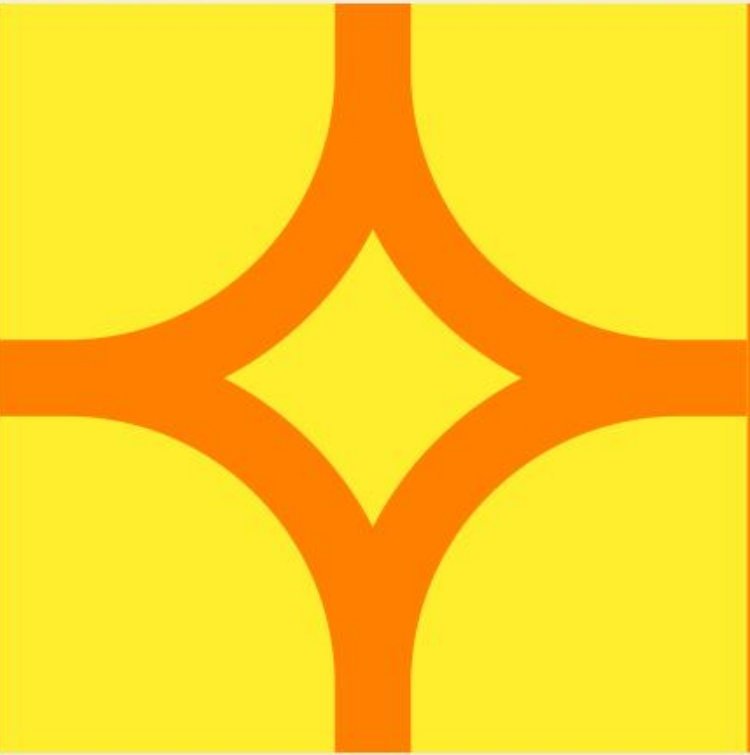
The mood

Today's a good day
to be happy for no reason.

ICE CREAM

White peach,
lime & yogurt

HAPPINESS



INGREDIENTS:
Milk, cream, sugar, white peach puree,
lime juice concentrate, yogurt (milk,
cultures), natural flavors.

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The mood

You don't know what's next,
but right now it's so sweet.

ICE CREAM

White chocolate,
rose & strawberry

ROMANTIC



INGREDIENTS:
Milk, cream, sugar, white chocolate
(sugar, cocoa butter, milk powder),
strawberry puree, rose extract,
natural flavors.

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**NO MOOD?
THAT'S
A MOOD TOO**





No rush. No plans.
Just... nothing.

Creamy swirls

THE MOOD HAS A FLAVOR TO SAVOR.
LIKE YOU. TODAY.

The mood

Sometimes it's just you,
a spoon and that's enough.

Blueberries
& violets

ICE CREAM

LONELINESS

LIFE COMES IN MOODS, AND EVERY MOOD HAS A FLAVOR TO SAVOR.
LIKE YOU. TODAY.

THE MOOD HAS A FLAVOR TO SAVOR.
LIKE YOU. TODAY.

THE MOOD HAS A FLAVOR TO SAVOR.
LIKE YOU. TODAY.

Sometimes it's just you,
a spoon and that's enough.

LIKE YOU. TODAY.

The mood

The mood

Irritation has a flavor.
And it packs a punch.

berries
& chocolate

Dark chocolate
& cherry & chocolate

The mood

ICE CREAM



**FLAVORS
HIT HARDER
WHEN THEY'RE
FEELINGS**





**JUST YOU?
THAT'S
ALREADY
ENOUGH**



**Blueberries & violets
ICE CREAM**



Sometimes it's just you,
a spoon and that's enough.

Blueberries & violets

LONELINESS

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Protein 4g	

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No rush. No plans.
Just... nothing.

Creamy sundae

EMPTINESS

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from production date.

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Irritation has a flavor.
And it packs a punch.

**Dark chocolate,
cherry & chili**

IRRITATION

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The mood

**BECAUSE FEELINGS
DESERVE
A FLAVOR TOO**



