Boomerang

Your home back to roots

Boomerang, a renowned ice cream shop in Tamil Nadu, features luxe-themed packaging and vehicle branding, creating a unique and delightful experience for customers through its thoughtfully designed visual identity.

LOVE

more flavours... more love...

Packaging Design

Effective packaging design is vital as it attracts customers, differentiates products from competitors, communicates brand quality, enhances user experience, and ensures safety while fostering brand loyalty.

Corporate Stationaries

Corporate identity is crucial for brand recognition, differentiation, trust building, and consistency across communication. It enhances professionalism and market competitiveness.

Vehicle Branding

Vehicle branding on vehicles enhances brand visibility, fosters brand recognition, and creates a memorable impact on the city's mobile advertisements, effectively promoting the brand wherever it travels.

Packaging design

Wooden bags serve as walking billboards, boosting brand visibility, bespoke packaging fostering brand recognition, and promoting sustainability, while reinforcing brand identity and values.

Shoppers Bag

Our packaging design for Boomerang embraces the 'LOVE' concept with unique bags featuring the phrase "more love, more flavors" on one side, creating an engaging and memorable experience for customers with every indulgent scoop.

Website design/Development

A website for an ice cream company showcases their diverse offerings, including dimensions, flavors, and customization options for seamless ordering.

Menu Design

Tasty Frozen Happiness Here

Scope			
Brand Refreshment	**170%** Improved Brand Awareness	**8-10%** Increase in Sales	**24%** Website visits Improved

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Thank You!

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