



Candy Shake

THE SHOPPING FOR CANDY EXPERIENCE



Diet and candy together?! Why not! The user will go to the shop and get their shakes in the form of a wrapped candy. Different colours for the different tastes. They can either scoop out a random selection of shakes in a bag, or there might be dispensers where they can make their own preferred mix.



Insights

- While on the diet people miss everything related to shopping real food, especially their most favourite sweets



Benefits

- It provides pleasant, almost playful, experience of choosing a bunch of your favourite colours.
- Easy mixture of tastes
- Smaller volume of a dose compared to sachet
- Unwrapping it provides more foodlike experience
- Easy to just open and put into a glass or bottle shaker
- Depending on packaging it might feel as a present, a present for one good slimmer future.

Possible commercialisation

- If they're sold loose it can be per kg
- The can also be packed in a candy like package 5-6 in one (daily dose) or week packs
- Box or container are also possible packages for the candy shake



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