



tri d'Aix GmbH • Poststr. 43 • 52477 Alsdorf/Germany

Mellow Mellow® goes Miraculous™ - tender marshmallow for strong superheroes

Parisian teenagers Marinette Dupain-Cheng and Adrien Agreste, known as Ladybug and Cat Noir, are coming to the big screen this summer!

On this occasion, which fans of the Miraculous™ series have been waiting for for a long time, the tri d'Aix company is launching a product under the Mellow Mellow® brand. In boxes specially designed to match the film, consumers not only receive 100g of wonderfully soft marshmallow, but also a limited fan sticker.

The sale of the Mellow Mellow® Miraculous™ boxes is supported by an attention-grabbing POS campaign. The display, with a total of 96 boxes, refers to the associated competition through the elaborately designed topper as well as the poster on the base. Attached post-it blocks refer to the participation form via QR code. The marshmallow box itself adds extra interest, even on the shelf, with its eye-catching Miraculous™ colours and familiar title characters.

As part of the campaign, a private cinema screening for 50 people will be raffled off as well as free cinema tickets. Participation is possible via a specially designed landing page www.tridaix.com/miraculous. Consumers can register here until mid-July and, with a little luck, win great prizes.



Alsdorf, 13.03.2023

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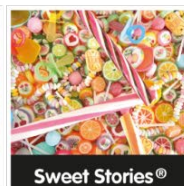
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Yummi Yummi®



Mellow Mellow®



Sweet Stories®

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