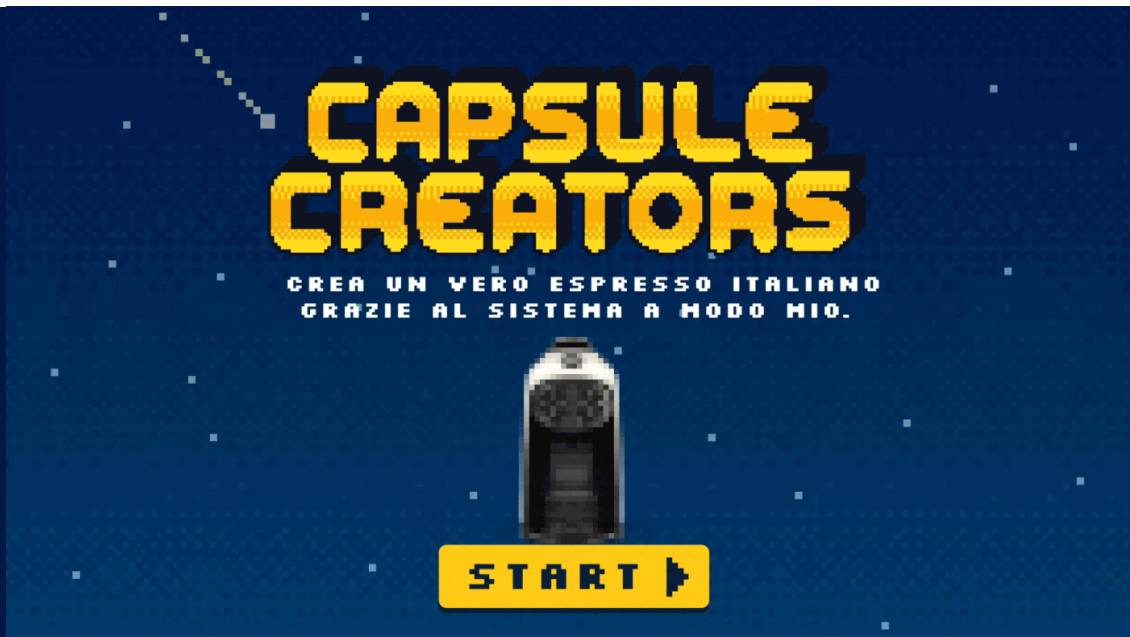




Lavazza - Capsule Creators

Multiple Owners ▾



Lavazza wants to communicate why their “A Modo Mio” coffee is a real Italian coffee.

But there is a problem: people don’t pay attention to brands.

So, in order to engage as more people as possible we turned it  
in to something that everybody loves: a game.

We present “Capsule Creators”, an 8-bit game developed as an activation  
in the centre of Milan (Italy).

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QUALITÀ  
ROSSA



¡TIERRA!  
BIO



QUALITÀ  
ORO

## THE ANIMATIONS



## THE GAMEPLAY



**Story\_gameplay1**

from **Giulio Sardelli**



SCEGLI LA TUA CAPSULA



¡TIERRA! BIO  
LAVAZZA A MODO MIO



QUALITÀ ROSSA  
LAVAZZA A MODO MIO



TIME  
0024

**COMPLIMENTI**

HAI SBLOCCATO  
LA GRAMMATURA PERFETTA!

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from Giulio Sardelli

TIME  
00:16



00:15



vimeo



Capsule Creators

from Giulio Sardelli



CAPSULE  
CREATORS



00:43



vimeo

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THANK YOU FOR WATCHING



Multiple Owners ▾

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καλοψία

NETFLIX

BLAMING MIRROR



BLACK MIRROR SEASON 5



## Sign up to join the conversation

Add your feedback for Giulio Sardelli's project by signing in or signing up.

✉ Sign Up



### OWNERS



**Giulio Sardelli**

📍 Milano, Italy

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## Lavazza - Capsule Creators

"Capsule Creators" is the original game created for Lavazza to announce their original capsules and launched in the centre of Milan, giving every [Read More](#)

👍 9 👁 66 💬 0

Published: April 22nd 2020

### TOOLS



### CREATIVE FIELDS

**Motion Graphics, Art Direction, Advertising**

ACT IVAT ION

ARCADE

ART DIRECT ION

CAMPAIGN

COFFEE

COPYWRIT I NG

GAME

GAMIFICAT ION

LAVAZZA

PR

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