


# ***MILKA CHOCOLATE AD***

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25/CU AI: Your New Creative Partner  
(ADC-2571-OL)  
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# OUTLINE

## HISTORY:

Milka Chocolate was first introduced in Switzerland in 1901 by chocolatier Philippe Suchard. The name “Milka” is a clever fusion of the German words “Milch” (milk) and “Kakao” (cocoa), reflecting the brand’s commitment to using rich Alpine milk and fine cocoa in its products. Over the years, Milka has become instantly recognizable by its distinctive lilac-purple color scheme, playful branding, and its iconic Milka Cow, often depicted grazing in picturesque Alpine landscapes.

## PROJECT OUTLINE:

This project was created during my studies at the University of Bridgeport as part of a portfolio series where we were asked to select a well-known product and reimagine its advertising campaign for use across billboards, digital animation, and print magazines.

I chose Milka Chocolate for its globally beloved reputation and visual branding. Milka’s packaging and product design have a refined, whimsical charm that appeals to both children and adults. The chocolate itself is known for its creamy texture and rich taste, available in a variety of flavors such as Oreo, Strawberry, Alpine Milk, and more.

Beyond its branding, Milka holds a personal meaning for me. Growing up, my grandmother would visit us from Hungary and always brought along Milka bars as special treats. These chocolates weren’t just sweet—they were joyful reminders of family, tradition, and connection.

## PROMPT REWRITTEN:

A large lavender cow statue slowly crashes through the glass wall — not violently, but gently, like a surreal, dreamlike vision. It’s made of chocolate. Soft accordion music plays. A piece breaks off and a curious executive timidly tastes it... and smiles.



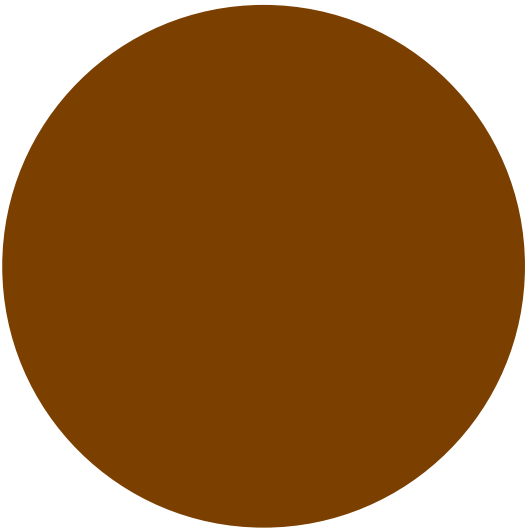
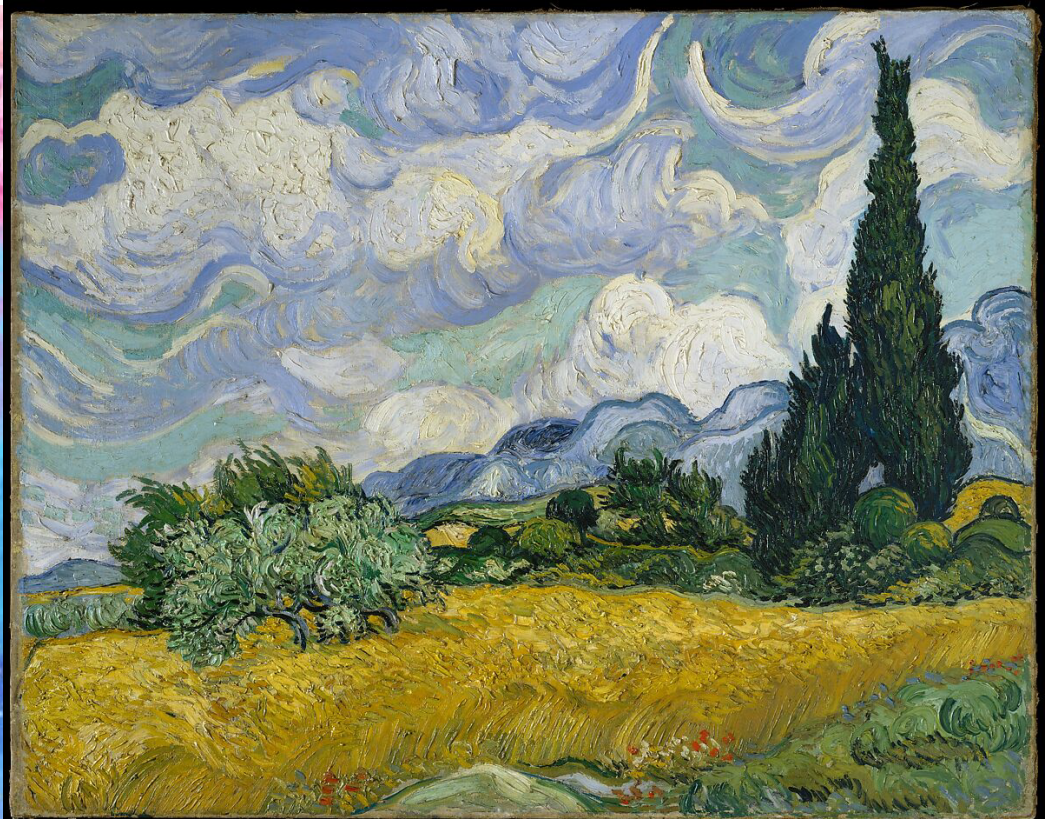


# ORIGINAL AD PORTFOLIO

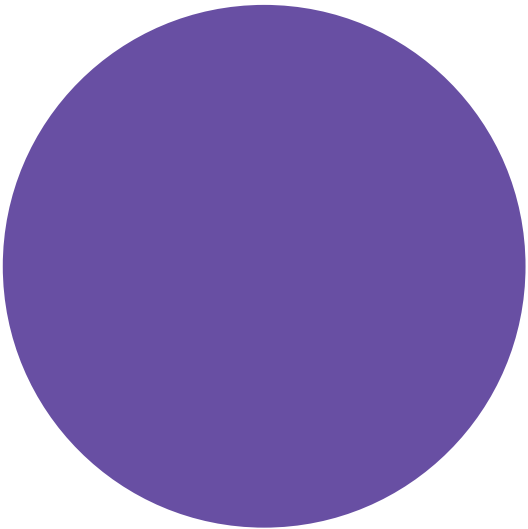




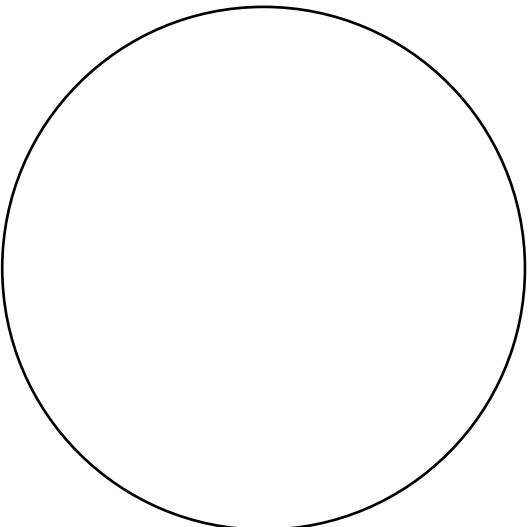
# MOODBOARD - COLOR PALLETTE



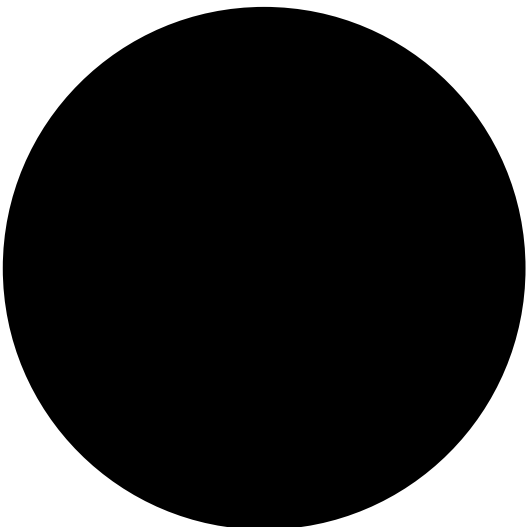
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Milka

