



Many know Lollipop Company named, Chupa Chups. A lollipop is a sweet candy sold in convenient stores. The beginning of this popular worldwide lollipop took place in Spain. Up until early 1950s, sweets were mostly sold in different shapes and colors, because of children's curiosity. They would pop them in and out of their mouths regularly to examine them. A man named, Enric Berant thought about making a "Bonbon with a stick", idea that struck him when he remembered his cursing mother as her child got a sticky hand from a melting sweets. To make his idea come true, he bought his previous apple jam company in order to make Chupa Chups.

Originally, they came up with the name "GOL", for the new product in 1958. Imagining the candy as a football and the goal was the opening of a mouth. They decided to change it since it was not a catchy name. Lacking ideas, Enric hired an advertising agency for help. They came up with a creative new name, Chupa. The name of the brand came from the Spanish verb, Chupar. Meaning "to lick or to suck" Eventually came up with new catch phrase, "Get something sweet to lick, lick, lick, like a Chups"

Chupa Chups logo was first introduced as just a simple logo called, Chups. A scripted C looks like a letter e and they decided to use red as a main attraction to customers' eyes. They changed it to two more and eventually famous surrealist painter took place to design a new beginning for Chups Chups. In 1969, Salvador Dalí, a prominent Spanish surrealist painter integrated the logo into a daisy shape. Most of his work contains a dream sequence which he often draws hallucinatory characters. Which his creative flow of freedom made him thought of a daisy shape. They kept the idea of this product as easy-going style, which in 1988 the design struck. This bright, cheerful, and unique design got universally popular. Through out the history, Chupa Chups had five designs previous to the current one.

The advertising of the lollipop went well, since the display was cute, unique, different flavor shown and colors attracted the customers. Since the company's founding, the lollipops became so famous worldwide that in 2008, Chups Chups wanted to celebrate its 50th anniversary with all consumers around the world. Various events were held worldwide that celebrate Chupa Chups. Such as grosse Schülerparty in Germany, the skyblog in France, the suck for luck in Philippines, and so on finishing a huge MTV Concert in Barcelona. Since chupa chups became so popular, a company named Coty collaborated with the chupa chups to make a new fragrance in 2013. To discover more of the Chupa Chups flavors, it is recommended to travel to Japan, where Chupa Chups offers favors that cannot be found elsewhere.

This article makes about the logo's positioning on the lollipop itself. It shows more than just a regular lollipop at the convenient stores. Chupa Chups became famous, because of the Enric Berant's idea and Salvador Dalí's logo made Chupa Chups popular

now.

Source:

https://en.wikipedia.org/wiki/Chupa_Chups

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