



ZIGGY

THE MONKEY SHOP
FRANKSTON 3196 • EST. 1996



THE PEOPLE CHANGE.
THE MONKEY REMAINS.

PRODUCT DEVELOPMENT RECORD

Air freshener / "THE ZIG"

ZIGGY®
AIR FRESHENERS

RECOGNISE IT FROM A DISTANCE.
DISCOVER IT UP CLOSE.

DESIGNED TO WORK HARD.
• DISTINCTIVE SILHOUETTE
• PREMIUM MATERIALS
• METALLIC DETAIL
• MULTIPLE SCENTS
• DOUBLE SIDED STORY

3196
OUR NUMBER

01 THE GOLD CROWN

02 THE GREAT LEADER PEAK 1

03 THE ORIGINAL JOVAL 1

04 THE JOCKER O CARD

05 THE B BIVE STRAIT SIDE

06 THE SILVER TRAY REFLECTION

07 THE BOW TIE STATEMENT

08 ZIGGY CHECK PATTERN 116

BACK OF FABOR

BUILT TO BE SEEN.
MADE TO BE REMEMBERED.

THE SILHOUETTE THAT BECAME 3196.

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PREMIUM PACKAGING

SCENTS

- 01. HERITAGE
- 02. COUNTRY LASSIES
- 03. MONKEY HEARTS
- 04. PUBLIC HOUSE
- 05. STILL MORE
- 06. MOON FORTUNE
- 07. MONKEY TROUSERS
- 08. LUCKY MONKEY

WELCOME TO THE TROUPE.

PRIMARY JOB	Desirable object + learnable distance recognition
SILHOUETTE	Paired ear curves / proprietary dark body
CENTRE	Small gold knot
REFLECTION CUE	Shallow tray silver interruption
MICRO CUE	One cream diamond + 3196
FRONT	Restrained mystery / very little text
BACK	Reward: Ziggy / 3196 / scent / quiet line



FICTIONAL CEREMONIAL LAYER



FRANKSTON
ORIGINAL.

YOU CAME IN
FOR ONE THING.

GOOD FORTUNE
FAVOURS THE LOCAL.

RECORDED BY ORDER OF THE TROUPE

Ziggy



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