Puma and Kool-Aid Head Back to School With a Collaborated Apparel Line

Whether you had Kool-Aid in your house or not growing up, chances are you remember the branding—short spots in which thirsty kids would shout, “Hey, Kool-Aid!” just before the Kool-Aid man would unceremoniously burst through the wall and offer everyone a refreshing drink, damage totally ignored.

Recommended articles
https://www.adweek.com/brand-marketing/puma-and-kool-aid-head-back-to-school-with-a-collaborated-apparel-line/