

THE ICE CREAM CHALLENGE



DURATION:
1 – 3 hours

THEMES:
R&D, brand strategy, creativity, innovation, design, communication, customer, leadership, resource management, product development

ENVIRONMENT:
Indoor, meeting room

FUNCTION:
Team building, people development, leadership

Teams must create a new brand of ice cream. Delegates actually make real ice cream using specialist equipment provided – then package and promote it.

Teams have access to magazines and the web to draw inspiration for their brand. They must then create mood boards.

Once the brand is established they must then make the product from a range of ingredients such as chocolate, honey, baked beans, broccoli... it's up to the teams how 'creative' they want to be... just remember everybody is required to taste the finished products.

Judging is based on taste, branding, packaging, the commerciality of the marketing plans and a TV commercial with jingle that they will have filmed and / or performed live.

