

## BRAND DESIGNS IN CHOCOLATE

Design & develop your very own brand



### OVERVIEW:

Combining an informative & entertaining introduction to brand marketing with an interactive, fun-filled chocolate making session, this event challenges delegates to create and launch a new chocolate brand in an action packed Session! Teams are expertly guided on how to identify a target market, develop a brand and prepare a communications plan for a new premium chocolate range. Professional chocolatiers instruct and support the delegates in the creation of their own unique handmade chocolates. At the end of the session, each team presents their brand and their products in pursuit of coveted chocolate prizes!

**SUITABLE FOR:** Small or large groups looking for a fun but challenging business angle to their team building session.

**NUMBERS:** 15–150 delegates

**LOCATION:** Indoors

**DURATION:** 3-4 hours

### OUTLINE ITINERARY (tailored to client briefs):

After a short welcome and overview of the session each team will be set the challenge of developing a new brand of premium chocolates. Using interactivity and group work, teams will be guided through the following areas:

**Identifying your target market:** Who will buy the product and why?

**Branding:** Developing a brand which appeals to your target market.

**Brand positioning:** Recipe design and differentiating your product.

**Packaging design:** Developing a design that will stand out from the crowd.



After initial planning, teams learn the essential skills of chocolate making. Guided by a professional chocolatier, teams will produce their own unique recipes (in line with their target market and brand strategy) and create a range of handmade chocolates.

Finally, chocolates are placed in the packaging and each team pitches their brand and product offer to potential 'investors'. With a range of chocolate prizes at stake, the session reaches an exciting conclusion – but with their own chocolate creations to take away, no one leaves empty handed!

**KEY POINTS:**

A unique, fast-paced experience – chocolate making with a fun business angle  
Interactive and entertaining  
Tailored to client briefs / needs  
Not weather dependent.  
Suitable for all ages and enjoyed by both men and women  
No need for prior marketing or chocolate experience

**WHAT'S INCLUDED:**

Expert marketer for the marketing / branding session  
Professional chocolatiers and assistants  
All equipment  
A personalised booklet detailing the challenges for each team  
Packaging, boxes and ribbon  
All premium ingredients for high quality chocolate production  
Premium chocolate prizes

**WHAT WE NEED:**

Flip chart for each team with paper  
Projector, beamer and screen  
Hand washing facilities near to the room  
Enough table space for everyone to work comfortably  
Chairs for all delegates  
2-3 additional tables for ingredients, chocolate melting pots  
Electrical points  
A cool room – ideally air-conditioned  
1 hr set up time – depending upon numbers

**FOR FURTHER INFORMATION CONTACT:**

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