



Hazelbrook Farm Ad Concepts Case Study



Project Background – Innovation Workshop

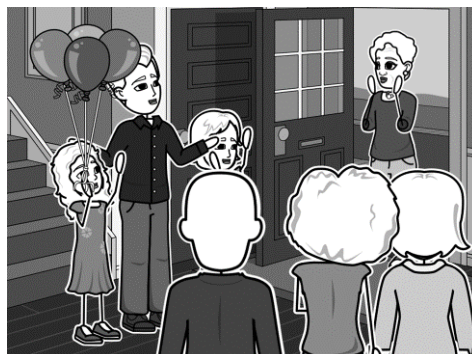
The research objective for HB Hazelbrook Farm was to explore the attitudes and opinions surrounding key products and explore meaningful moments in relation to ice-creams. Advertising concepts were tested amongst the target audience to determine what video content would be appropriate to advertise HBHBF in the most effective way.

Different topics were covered in the Innovation Workshop that include eating behaviours and habits, HBHBF brand, perceptions and attitudes, Ad concept testing as well as new ideas and recommendations.

iReach Methodology

An Innovation Workshop was the research method used, where 3 mini groups of 5 participants rotate across 3 moderated Pods. One Pod looked at attitudes to the Hazelbrook Farm Brand, while each of the other two Pods tested different creative Concepts to understand which was the best fit for the HB Brand as well as the Concept that can become the most engaging across different media channels.

Key themes were uncovered to merge some of the best elements of each concept to create an engaging and impactful Ad campaign for Hazelbrook Farm ice-creams in Ireland.



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www.ireachhq.com

Telephone +353-1-214 3740 Fax +353-1-210 8562



iReach Insights, Temple Hall,
Temple Road, Blackrock,
Co. Dublin.