



MY VANILLA "RE-VAMP" PLAN!

Some folks think of Vanilla flavouring as regular, or not exciting. But we know differently! Vanilla is delicious, and is also the best selling flavour in North America!

And so, your challenge is to invent a new name and "image" for Vanilla.

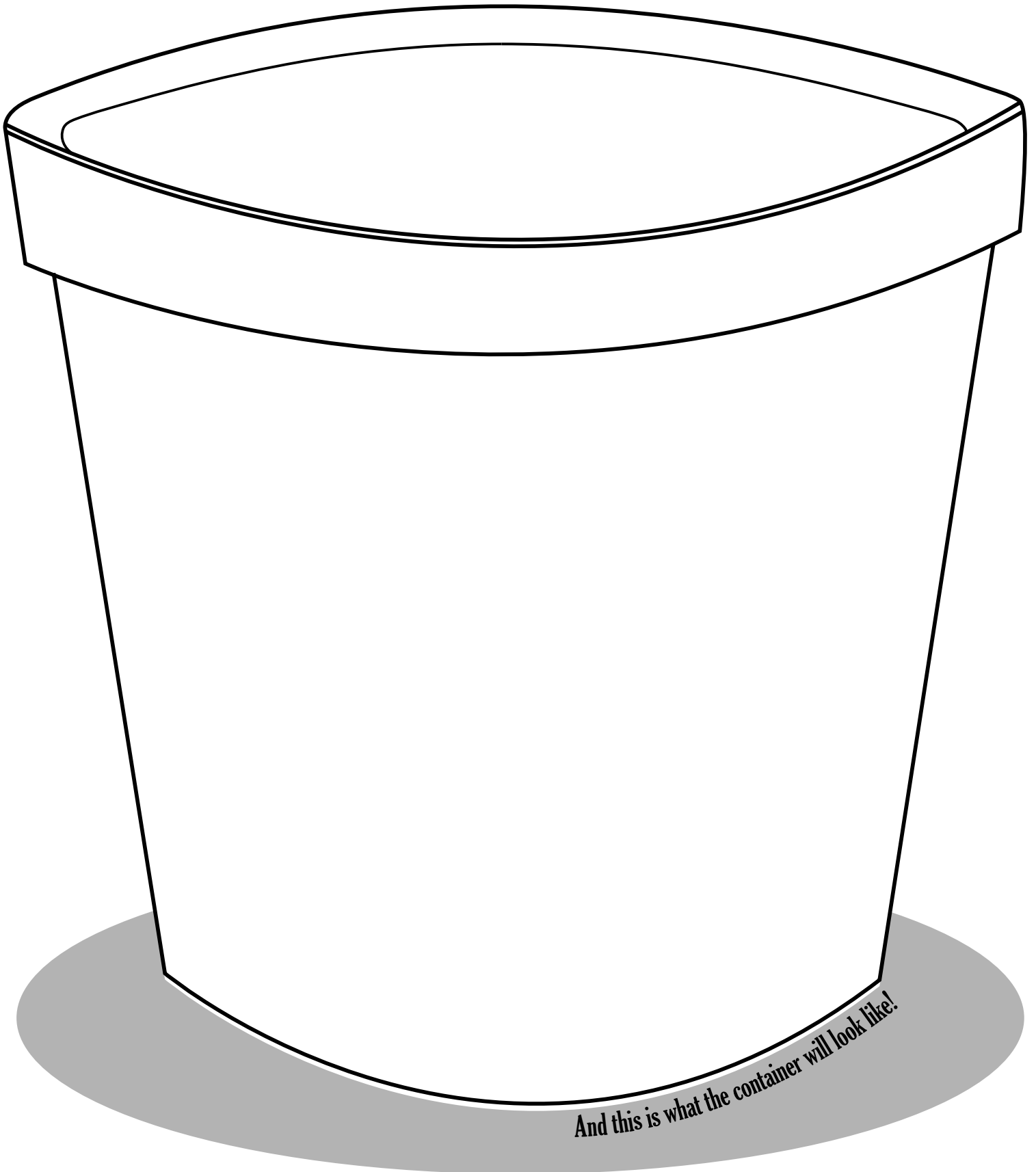
Let your imagination soar as you create an ice cream campaign that will make the world melt!

The new name replacing "Vanilla" will be:

Describe the mascot or character who will be used in the advertisements:

Tell us about how you'd promote this new flavour? What images would you use? What would the story be? How will you "hook" people in to try it?

FROM THIS DAY FORWARD, "VANILLA" WILL NOW BE KNOWN AS...



And this is what the container will look like!