

Nestlé®

Ideal *icious*

COOKING CHALLENGE

Come watch your favourite
Polytechnic team battle it out in the

**First Ever
Idealicious
Cook-off**

**7th November 2015, 11AM
West Hills Mall, Weija**



THE BRIEF

Ideal Milk wanted to get Ghanaians to change the mindset of being a breakfast
brand

They wanted to get Ghanaians to understand that Ideal Milk could be used beyond
breakfast

TO THE RESCUE

EchoHouse was approached, and we came to their rescue with the first Ever Idealicious Cooking Challenge on the 7th Of November at West Hills Mall, Car Park – Weija, Accra – Greater Accra Region

IDEALICIOUS CHALLENGE

This event saw representatives from all the Polytechnics across the country converge in Accra for a cooking competition at the West Hills Mall hosted by Naa Ashorkor with judges from across various levels of catering

RESULTS?

The Idealicious Challenge that was launched months prior to the Cook-out came full circle as the 10 Polytechnics took turns to prepare different Ghanaian delicacies

All foods cooked were prepared using Ideal Milk in front of an audience who come to the mall to witness the cook out and act as judges



**Brands activate, but for impact
it takes an experience**