

Grow your
Business

UNITEplus CASE STUDY

Increasing brand awareness through an
educational animation

Chocolat
MADAGASCAR

Depuis 1940

Multi award winning international finest origin chocolate. Freshly produced in Madagascar from the finest cocoa beans on the island. Winners of the prestigious worldwide Golden Bean Award for chocolate.

WHY THEY CAME TO US?

We wanted to increase our product marketing awareness developing a digital product that created awareness/education to the consumer of our fine chocolate freshly made at origin.

A LITTLE ABOUT THE STUDENT

The placement provided by UNITEplus with Raise Trade has been a great experience. It has helped me work on my time management skills and allowed me the time to develop my skills in software that I don't get as much chance to use. I am able to add the work to my portfolio, demonstrating my versatility when it comes to different animation styles. Without this particular placement I wouldn't have developed my abilities with 2d animation.



European Union
European Regional
Development Fund

VALUE AND BENEFITS

We decided that we required a digital animation for our processes/ products and contacted UNITEplus to see what student support was available locally.

We gave a project brief of developing a short /artful animation, that made it easy for a consumer to understand how cacao and chocolate is grown and made in Madagascar.



Rebecca quickly grasped the problem and came up with visual and sound ideas, incorporating our brand values and technical information.



Consumer education is very important as there is now a growing trend in the origin of food. The animation will help further strengthen the brand awareness of Chocolat Madagascar.

+ TO FIND OUT MORE...

Please visit www.uniteplus.co.uk or contact us below.

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