



The Inspired Chef

F&N Creameries is an ice cream division of the Fraser & Neave Group (F&N) with several established brands in its portfolio. Many Singaporeans have grown up with Magnolia, Meadow Gold and Kings, ice cream brands many associate with childhood, family and fun.

discover

The issue – To establish themselves as innovators and reach food lovers in Singapore, F&N Creameries decided to launch a new ice cream brand. It would feature one-of-a-kind flavours Singaporeans would love and would be specially created by four renowned Singapore chefs. Future plans for the brand will include more flavours.

develop

Our solution – During the product naming sessions, we created The Inspired Chef. The brand identity followed and its extension through to the packaging, company and marketing collateral, website, right down to the uniforms of delivery staff and vans.

deliver

Sustainable impact – F&N Creameries sent pints of the premium ice cream to several popular Singapore bloggers. Their honest reviews and pictures drove curious readers to the website which saw a spike in orders well before the official launch. A side note to interested gourmands: the brand will only be marketed through social media, and available online or at the restaurants of the four chefs.

