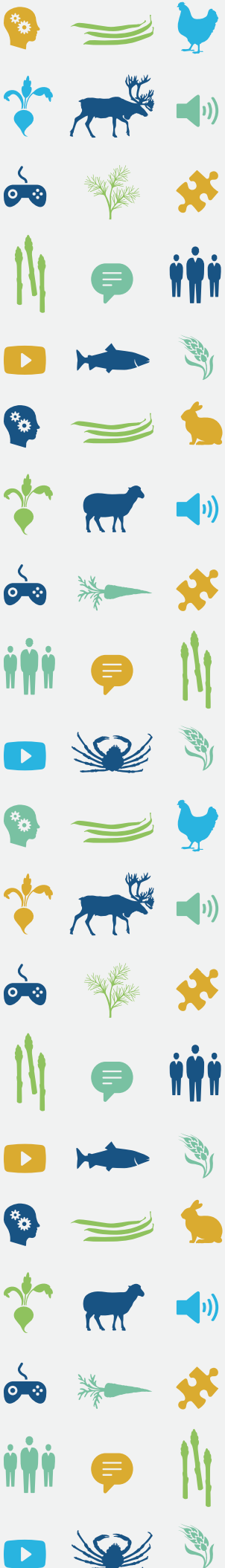


PILOT CASE  
**NEW NORDIC COMPUTER FOOD**

SAN FRANCISCO 7 MARCH 2012

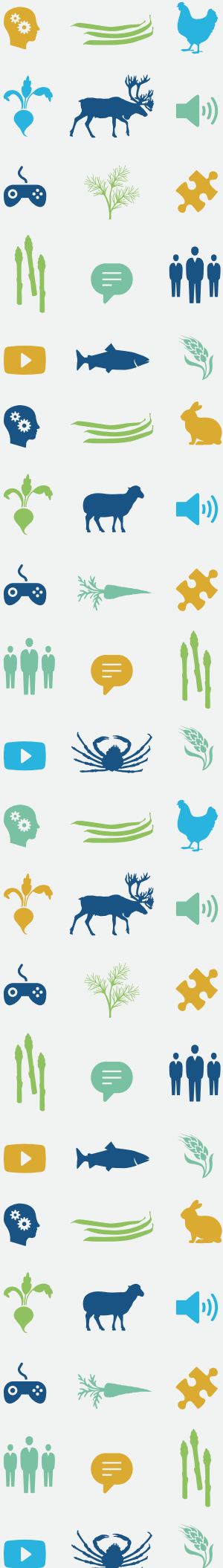
**AN EVENING OF NORDIC FOOD, GAMES, MUSIC  
AND NETWORKING!**



# NEW NORDIC COMPUTER FOOD

## PROJECT GOAL

To use food as a marketing tool at a Nordic event. Furthermore, in a test case, develop and try out a range of tools which could later be included in the resulting Nordic Food Diplomacy tool - kit.



# NEW NORDIC COMPUTER FOOD

## OBJECTIVES

- A. Strengthen the Nordic brand by offering a Nordic food experience to a pre-party for a target group of internationally operating game developers, the press and export organisations.
- B. Creating a new food concept for this particular industry and trying out the impact of and the reactions to the concept. Simultaneously, and in the process, develop a new Nordic networking platform where food is a natural part.
- C. By using food as a powerful branding tool, create an understanding inside the creative industry that catering can add value to marketing activities.





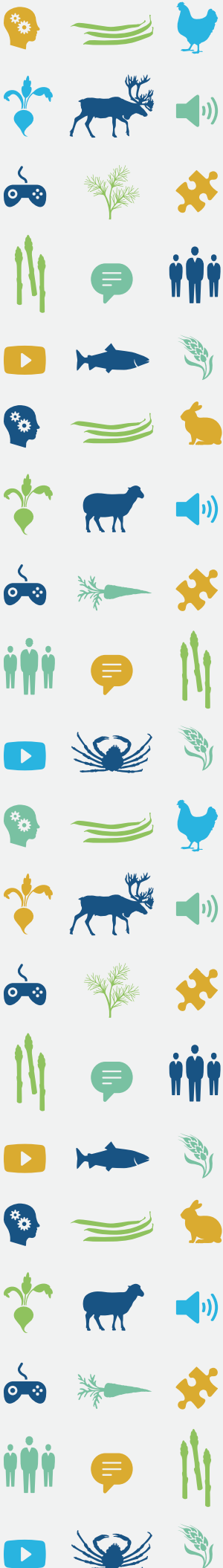
# NEW NORDIC COMPUTER FOOD

## CONCEPT

GAME DEVELOPERS CONFERENCE (GDC) is arranged annually in San Francisco and is one of the largest events in the rapidly growing industry surrounding computer game development. During the conference, a Nordic Party hosting around 850 guests is traditionally arranged.

At the a pre-party, 150 carefully selected guests were invited to experience the concept NEW NORDIC COMPUTER FOOD. The food served was clearly inspired by the target group's point of reference, i.e. the American fast food culture. However, with a Nordic twist. The menu, which was composed by the San Francisco based Nordic "chef Pelle", was packed with Nordic flavours; elk burgers with caramelised onions and Danish blue cheese, new potatoes with pickled herring, root vegetable crisps etc. Everything served as finger foods.

The party ambiance was heightened by a DJ playing music by Nordic artists while projections showed Jumping Suzy, a computer game featuring Nordic vegetables. Play the game here: <http://jumpingsuzy.com/>



# NEW NORDIC COMPUTER FOOD

## GRAPHICS

The idea behind the graphics was to work with Nordic spring-colours and the symbols for computer games, networking, conference and food.

The graphic design included invitation, menu, menu cards and roll-up. Graphic design by Keep Your Darlings.

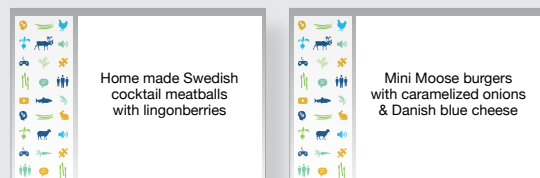
ROLL-UP / BANNER



INVITATION AND MENU



MENUCARDS



Design: keepyourdarlings.com

# NEW NORDIC COMPUTER FOOD

## PARTNERS/BUDGET

The pilot case was a collaboration between Nordic Game Program and New Nordic Food II. Budget: 200 000 DKK. 60 000 DKK was allocated via New Nordic Food II.

Event sponsor: *Fun.com*, a world leading independent developer and publisher of computer and console games.

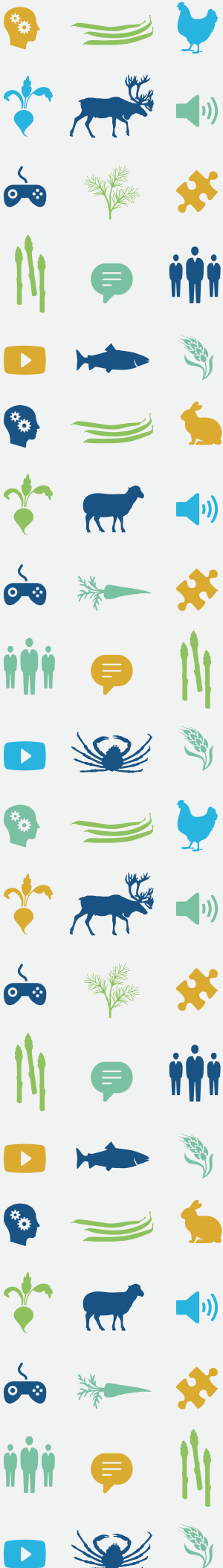


# NEW NORDIC COMPUTER FOOD

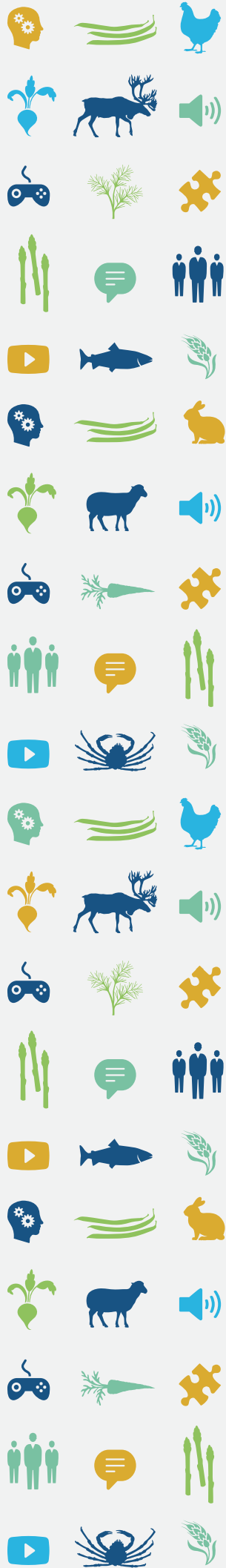
## EVALUATION

The pilot case was a great success. Undoubtedly, the networking platform had been strengthened. Guests and organisers alike appreciated the relaxed atmosphere meanwhile the food created extra value. Although the arena and the target group was somewhat unfamiliar to New Nordic Food, the concept New Nordic Computer Food clearly worked.

Moreover, new and important contacts were created within an important industry. As a result, discussions are already taking place between the collaborating partners regarding events on up-coming conferences in Malmö, Cologne and Brazil.







# NEW NORDIC COMPUTER FOOD

## VIDEO

New Nordic Computer Food:

<http://www.youtube.com/watch?v=l5lhnpE4OwY&feature=plcp>

