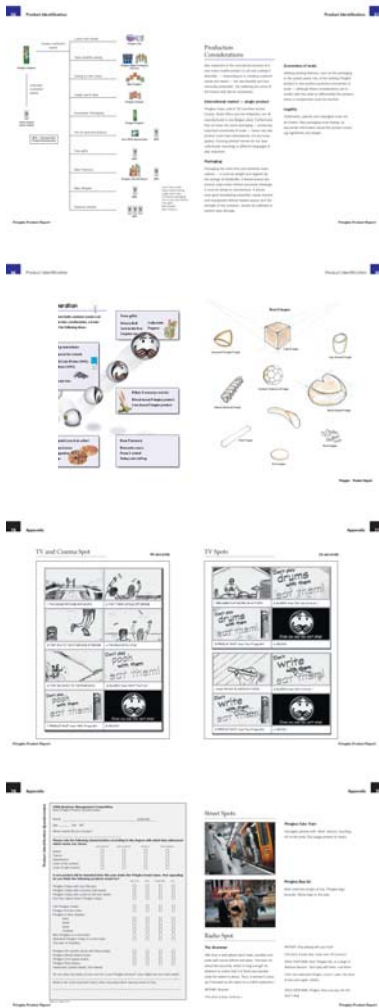




CIMA

Winner of the CIMA Business Management Competition, 2000

Team members: Dan Lockton, Peter Reynolds (now of See) and Sebastian Caunter



The brief for this team exercise was to research the snack market in detail, and formulate a number of proposals for new products to carry the Pringles brand; one idea would then be developed further, with considerations of the production processes, packaging concepts and design of the marketing campaigns to launch the product. Procter & Gamble (the sponsors) and the Chartered Institute of Management Accountants judged the competition entries, presented in the form of a report. Our concept of Pringles Stix, rolled stick-shaped Pringles suitable for dipping or as a delicious snack in their own right, together with our analysis, won us the competition outright.

Pringles Stix

Design & Market Research