

THE CHOCOLATE BOX

WHAT CAN IT BE USED FOR?

- Departmental Away Days
- Conference Ice Breaker
- New teams
- Merging teams
- A fun teambuilding afternoon or evening

WHY DO THE CHOCOLATE BOX?

- Excellent team bonding opportunities
- Hands on event
- Everyone loves chocolate!!
- Multi task event with lots of options
- Different skills required by team members

ALSO CONSIDER:

- Masterpiece
- Film Making
- Rollercoaster
- Cerebration



1.5-2.5 hours

The main objective is to design and construct a box of chocolates within a limited timescale and defined production budget. During this challenge there are also other aims for the teams to achieve:

Create an original theme, flavour or concept – the teams must create a unique, never before experienced, chocolate sensation!

Present a 30 second Advert, jingle or Commercial – Each team has to present a 30 second promotion that will sell their product to full effect at the end of the event. Should a team run over the 30 seconds then a time penalty will be awarded!

Develop a marketing strategy – Each team will explain how they intend to market their product and the chosen target 'audience', outlining production costs and expected retail sale price, profit and brand name.

Teams have access to the 'shop' to view ingredients and packaging items as well as having 'cost sheets'. These are to aid the team in keeping track of their expenses and calculate production costs and final profit margin.

Final products will be scored according to:

- Originality of concept
- Use of teamwork
- Quality of finished product
- Profitability
- Originality, humour and effectiveness of marketing commercial
- Tidiness of work area

