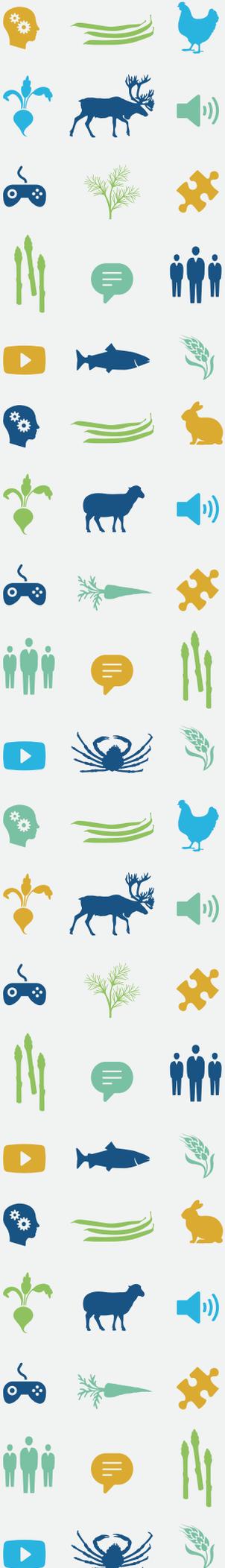


PILOT CASE
NEW NORDIC COMPUTER FOOD

SAN FRANCISCO 7 MARCH 2012

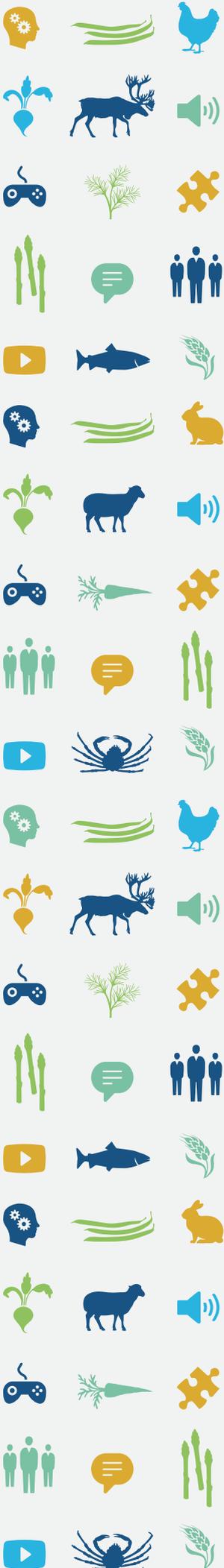
**AN EVENING OF NORDIC FOOD, GAMES, MUSIC
AND NETWORKING!**



NEW NORDIC COMPUTER FOOD

PROJECT GOAL

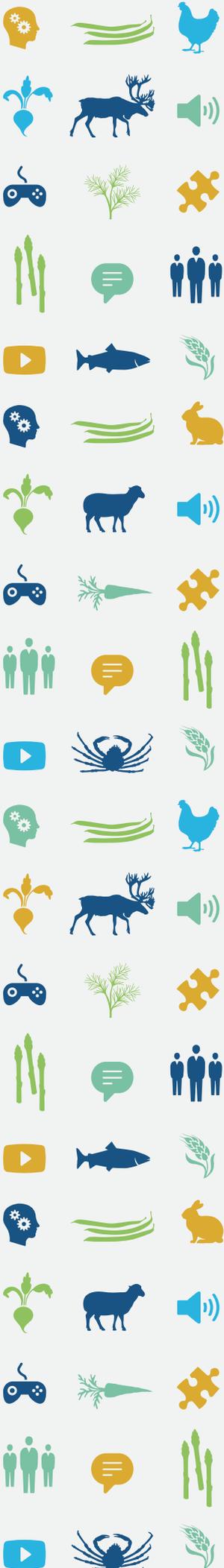
To use food as a marketing tool at a Nordic event. Furthermore, in a test case, develop and try out a range of tools which could later be included in the resulting Nordic Food Diplomacy tool - kit.



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.

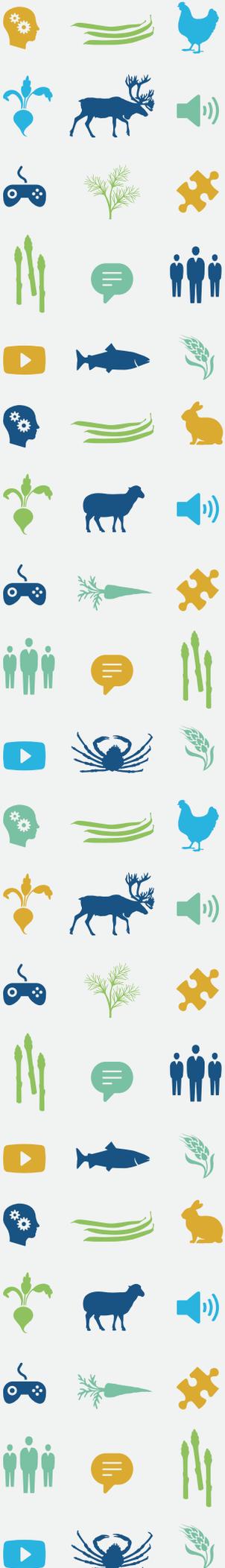


NEW NORDIC COMPUTER FOOD

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.

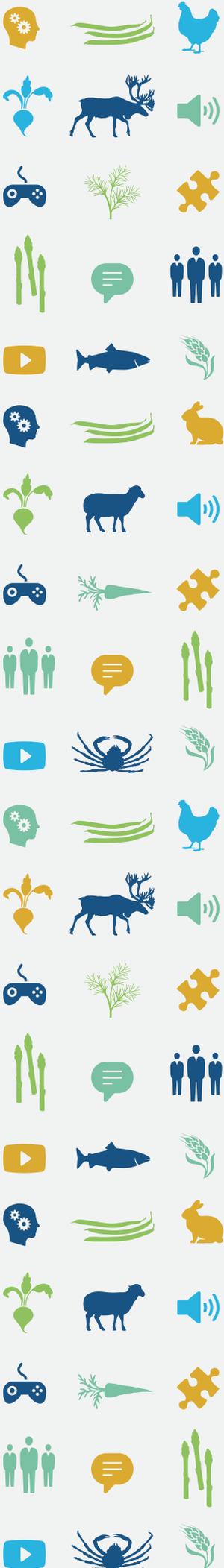


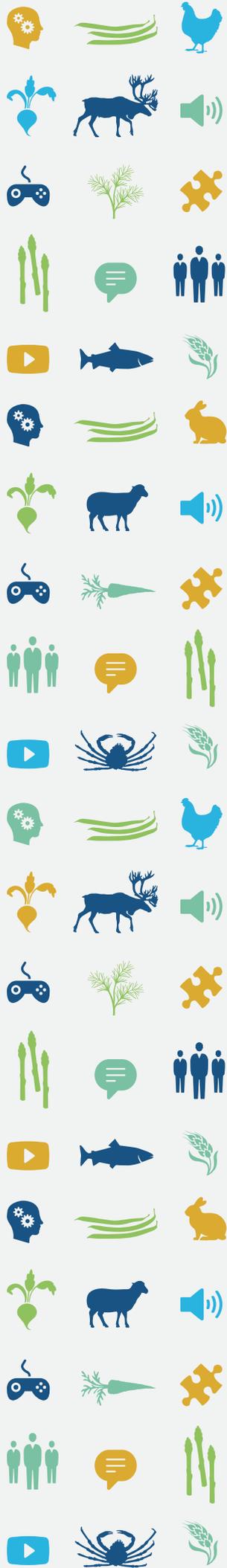
NEW NORDIC COMPUTER FOOD

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>

