



## Brand Ambition: How can Arla create engaging digital content on social platforms?

In Arla's Activation team, we have multiple, ongoing activities serving the purpose of improving children's and young people's food habits. Our focus is on pupils in 6th and 7th grade.

Simultaneously, our Arla brand has an ambition; "*Make eating well simple and joyful by enabling everyone to make better food choices*". It has, however, been a challenge to communicate this ambition and to engage the consumers why this is what will be at the heart of this project.

### The project we offer you

In the Activation team, we have several activities especially when it comes to physical ones. Among others, we are in charge of our Foodcamp ([Madlejr](#)) arranged by the Arla Fund, [Arla Food Lab](#), our mobile milk houses, [dairy visits](#) for families and school classes, and of course, the [Arla Food Fest](#) which is a large food party for kids and young people. At these events, we typically meet the children in person on a one-to-one basis.

What we would like to do is to increase awareness of these activities in a way that more people become aware of these physical activities and why we have them. Simultaneously, we have a wish to be known for our ambition to fight for healthier foods and we aim to offer

knowledge and learning for the ones who aren't able to participate in the physical events. Thus, the purpose of this project is to investigate how we can create engaging content on the basis of our activities and brand ambition, to be closer to our consumers and reach new potential consumers – both children and parents.

We have already built several social channels but it is a challenge for us to engage the consumers in our messages when it comes to food. Therefore, we are also open in terms of other digital channels that might be valuable for us to apply.

### Student qualifications

We are looking for a student, or a group of students, who are independent, and who have a digital mindset. Furthermore, it is essential that you are open-minded, not afraid to ask challenging questions, and who aren't afraid to build strong relationships.

### How can you apply?

To apply for this thesis topic please send a synopsis and your CV to [thesis@arlafoods.com](mailto:thesis@arlafoods.com) no later than October 26th 2016 with the subject name "Brand Ambition". You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 11th 2016.