

# Clash of the Foodies

Creating Buzz through Food Enthusiasts and Influencers



## CLIENT

Select Citywalk

## YEAR

2015

## BRIEF

To conceptualize and conduct an intriguing event for food fanatics celebrating the launch of food court -My Square at Select CITYWALK Mall

## PROJECT SCOPE

Concept Creation, Blogger Engagement, Food-a-thon Implementation, Outreach on Twitter & Instagram

## IDEA

It is aptly said that there is no love sincerer than the love of food. This was the initial thought while we were laying the mind base for event "Clash of the Foodies". The event was held at Select CITYWALK on March 1, 2015, celebrating the launch of My Square – the food court. It was basically food-a-thon event involving numerous food bloggers and food reviewers from all over the country, 'fighting' or better say, 'eating' their way up to top spot.



## DESIGN

Now that we are set on how things have to go, there was needed a medium necessary to showcase the score of ongoing competitions on digital screen. For that purpose, Digital Scoreboards were planned out, which lead to formation of two design styles, one vibrant and other black & white.



## IMPLEMENTATION

This adrenaline pumping, stomach filling extravaganza was a competition among 40 Foodies in different teams, involving activities around food. Like in one activity, team has to click the photo of the food item and tweet it with the ingredients.



Around 10 rounds were conducted where Winner teams were selected on the basis of their performance each round and given some points. All the points were accumulated in the end and the team with the maximum points declared "Foodie of the Clan". At the end of the day, the smiles on the faces of participants and audience portrayed that event achieved what it aimed for.

## IMPACT

