



Creative
Challenge

This challenge can be completed in your own time within the deadline you set yourself. The program(s) you use for this project is up to you, but make sure to create it in a place where you can link us to.

Client Overview

An innovative snack brand, Lecka, has discovered an ancient African root called Rumamba. The root is considered a superfood, as it's high in plant-based protein, fiber, and can help with concentration and focus. Lecka is working on a salty snack product line (chips, crackers, etc.) and wants to incorporate Rumamba as an ingredient, however, their consumers are not familiar with the root.

Target Audience

Older Gen Zs and younger Millennials make up most of their audience. These health-conscious individuals are always searching for the next trend to hack their diet and performance. Because they're so busy working and playing hard, they're not likely to put in the time cooking with or researching these powerful superfoods.

Challenge

Using your creativity within one area of your expertise, come up with ways Lecka can educate their consumers on this novel superfood for their launch. Your project idea can be anything from a webpage's wireframe to a social media asset—the choice is yours.