

TARGET PERSONA

Gen Z consumers who are ice cream enthusiasts, digitally savvy, and socially active, seeking engaging experiences during major events like the Super Bowl. Typically ages 16–28, tech-forward, and motivated by social sharing and competition.

VALUE PROPOSITION

General Mills introduces an Augmented Reality (AR) game accessible via QR codes on Häagen-Dazs ice cream packaging, designed specifically for Gen Z. During Super Bowl breaks, users scan the code to enter an AR mini-game, competing for exclusive prizes. Scores can be instantly shared on social media platforms, amplifying engagement. This initiative leverages in-home, event-based consumption moments and Gen Z's affinity for interactive, shareable digital content. The solution is operationally integrated with product packaging, requiring no app download, maximizing accessibility and supporting the goal of increasing brand interaction during high-traffic occasions.

BUSINESS IMPACT

This AR game drives incremental demand for Häagen-Dazs during the Super Bowl by directly engaging Gen Z, boosting product sales and brand visibility. The shareable experience amplifies organic reach, strengthening General Mills' relevance with younger consumers and supporting increased social and retail activation.

VISUAL PROTOTYPE

