

# ESSENCE OF EXCELLENCE

Teams create and blend an individual fragrance and design a targeted marketing campaign to a tight deadline.

## How it works

Essence of Excellence places teams in the demanding role of professional alchemists with the challenge to create and blend an individual fragrance that appeals to a given target market. Teams must work swiftly and efficiently, carefully choosing ingredients with a range of moods and character traits. Successful teams will understand the world from their customer's perspective, aiming to produce both a new fragrance and an associated targeted marketing campaign to a tight deadline.

## Learning outcomes

Essence of Excellence provides a fun context to explore company values and customer satisfaction, network or improve team communication. Teams are required to understand the emotions and motivations of their target market in order to capture its essence with a bespoke scent and a creative brand. During the process participants' own perceptions are also explored, building relationships within each team while demonstrating that we each operate from our own unique and valid model.

## Key business benefits

- ✧ Exploring excellence
- ✧ Brand Awareness
- ✧ Inspires creativity & fun
- ✧ Understanding other people's point of view



5 - unlimited



Indoors



1-2 hours



Competitive

