

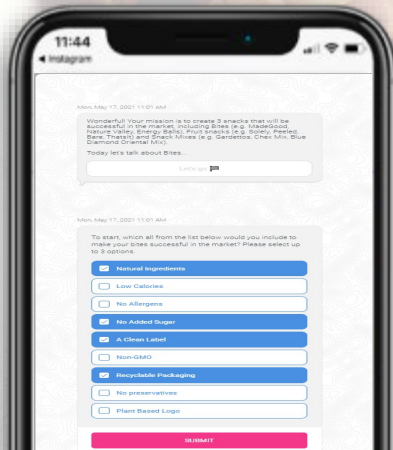
# MARS WRIGLEY

## Learning lab: co-creating a plant based healthy snack.

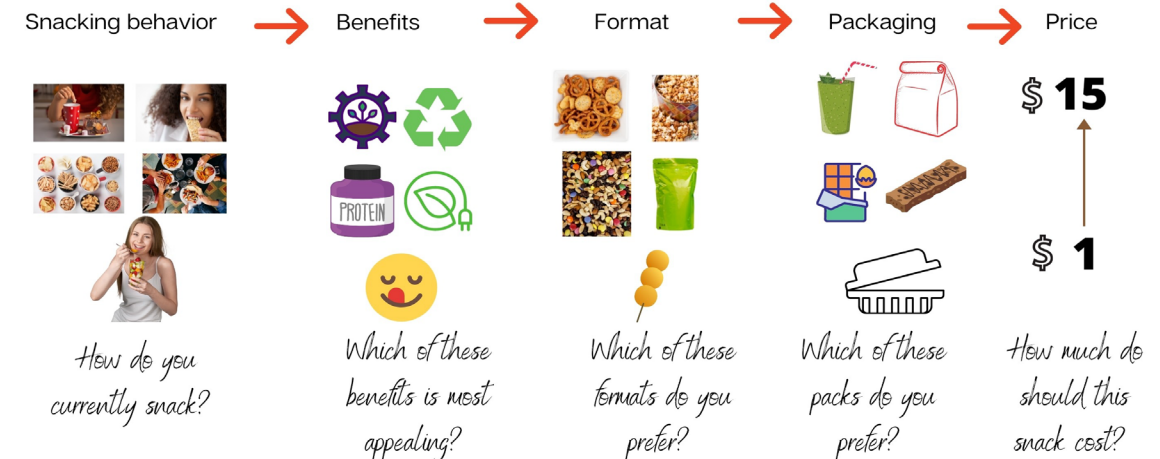
A creative consumer co-creation exercise to build a new snack from consumer needs, to differentiate the offer in the cluttered snacking category.



**Mobile chats...**  
facilitated authentic connection with Gen Z snack lovers, participating in a series of co-creation activities (with photo & video artifacts)



**Suite of Deliverables...**  
were designed to clearly communicate the findings of the research across a variety of stakeholders to leverage learning for quick activation



Illustrative of the co-creation process