

ACADEMIC PROJECT

Palate activation strategy

A research-led experiential strategy connecting audience insight, event activation, customer flow and shareable brand moments.



OUTCOME SUMMARY

01

Problem

Palate needed an experiential route that could move visitors from discovery to participation and sharing.

02

Responsibility

I developed the strategy and activation recommendations as an academic project.

03

Produced

Audience research, event-collaboration concepts, a customer journey and shareable brand moments.

04

Practical value

Research, physical experience and campaign ideas were connected in one coherent activation plan. No launched results are claimed.

SELECTED EVIDENCE

AUDIENCE RESEARCH

ACTIVATION PLANNING

CUSTOMER JOURNEY

EVENT COLLABORATION

SHAREABLE MOMENTS

RECOMMENDATIONS

Academic strategy project. No launched campaign results are claimed.