

The background of the image is a dense, abstract pattern of swirling, marbled shapes in shades of purple, magenta, and deep red. These shapes resemble liquid or soft candy being poured and mixed. In the center of the image is a white, cloud-like or speech-bubble-shaped frame with a dark purple outline. Inside this frame, the Häagen-Dazs logo is displayed in a dark purple, serif typeface. The letters are bold and closely spaced. A small trademark symbol (TM) is located at the bottom right of the word "Dazs".

Häagen-DazsTM

We believe little luxuries have the power to elevate the everyday.

Häagen-Dazs
OUR BELIEF

MANGO & CREAM BY BOB SANDERSON

We exist to create extraordinary moments.

Häagen-Dazs
OUR PURPOSE

19



We obsess over exceptional and real ingredients.

Häagen-Dazs
PRODUCT TRUTH

20

A spoonful of luxury creates escape from everyday noise.

Häagen-Dazs
PRODUCT TRUTH

21



Each scoop starts life as only four ingredients – fresh cream, milk, sugar and eggs.
To that, we only add amazing.

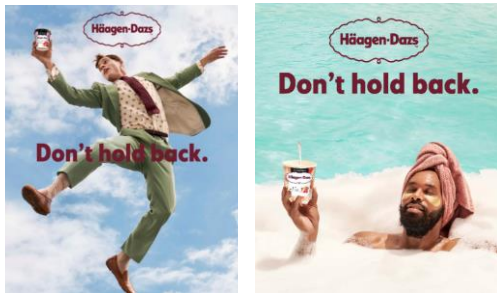


No artificial flavours | No artificial colours
No palm oil | No stabilisers

75ml Mini Cups

We **exist** to create **exträordinary** moments and **believe** the little **luxuries** have the power to **elevate** the **everyday**.

We're a brand that **doesn't**
hold back...



A spoonful
of luxury creates
escape from
everyday noise.

Exträordinary
Equity

...that's **obsessed** with quality
& **real ingredients**

Consumers say we're superior in quality
and taste when compared to other
luxury ice creams.*



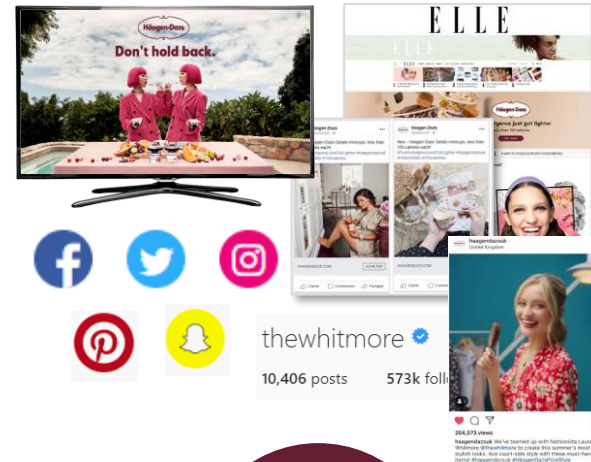
That's because each scoop starts with
real cream, milk, sugar and eggs and
has **lower air content** than other
luxury ice creams.

*UK Metrixlab
Survey 2018

Exträordinary
Quality

...who **spends more** than any
other ice cream brand in ATL
advertising*

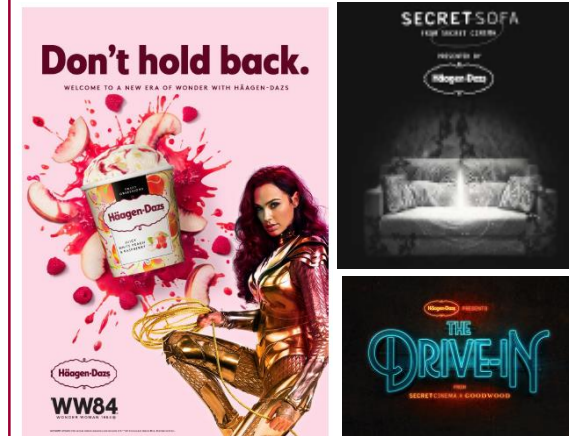
Heavyweight TV campaign and
exclusive **influencer partnerships**



*ATL Media rate card
values June-Aug 2018

Exträordinary
Advertising

...with best in class **strategic**
premium partnerships



Exträordinary
Experiences

The background of the image is a dense, abstract pattern of swirling, organic shapes in shades of purple, magenta, and deep red, set against a dark, almost black, background. The shapes resemble marbled paper or liquid swirls. In the center, there is a white, cloud-like or speech-bubble-shaped frame with a dark purple outline. Inside this frame, the text "Häagen-Dazs" is written in a bold, dark purple, sans-serif font. A small "TM" trademark symbol is located to the right of the brand name.

Häagen-DazsTM