



Make your own fun.

Askey's Cones and wafers.  
Brand restage  
2017

The nation's favourite ice cream and dessert accompaniment brand is bringing the love of homemade fun back.

In a bid to move consumers away from ready-made frozen offers, Askeys has undergone a major refresh of its brand and entire packaging range.

Families are looking for variety, something new to brighten up mealtimes and treat occasions, but are also trying to make the most of the things in their cupboards. They want to feel like they're being creative with food and household budgets.

The joyful nostalgia of making up your own fun, building models out of junk and homemade treats has been the inspiration for the new positioning, which revolves around 'letting your imagination run free'.



Results

The new look is launching across all the major multiples in February 2017

No artificial  
Colours, Flavours  
or Preservatives