

Collider Lab is a strategy, branding, and innovation consultancy made up of culturally dialed-in and innovative strategists and data scientists. While we work across different industries, we work primarily with food partners, like Taco Bell, KFC, Pizza Hut, Nestle, etc. As a part of our process, we collaborate closely with regional, academic, and cultural experts to gain valuable insights into different disciplines and sectors.

Project Overview:

For this project we're looking for students who have experience or interest in the dairy-alternative space. Collider is helping an international precision fermentation dairy brand launch in the US.

During the 5-week project, you'll have the opportunity to work closely with Collider to build a brand positioning and product strategy for the clients. The goal is to uncover what it takes to make this technology acceptable to US consumers and help the partnering brand establish itself as the leaders in the precision fermentation dairy-alternative space.

As a part of this collaboration, you will be invited to join Collider Lab's team of strategists to work through the project from beginning to end. This includes:

- Participating in team/company brainstorms
- Attending client meetings
- Joining/participating in client workshops
- Assisting with expert interviews
- Synthesizing case studies
- Participating in qualitative research
- Helping to develop positioning spaces
- Uncovering audience insights
- Conducting cultural analyses and trend research

Timeline: October - November 2023