

Digital Designer Interview Task

The Brief

For this task, we'd like you to generate ideas and share **3 different executions** for UK Paid Social (meta), featuring our Organic Follow-on Milk (stage 2), which is suitable for babies over 6 months.



We have deliberately kept the brief quite open. Paid social gives us the opportunity to test lots of different creative approaches and executions, and we're interested in seeing what you think would work for our brand.

The creative objectives are:

- a) to get noticed with engaging creative
- b) to drive awareness of our brand – Many people seeing our paid advertising may not already know Kendamil, so the creative needs to work hard and quickly communicate both what we sell and what makes us different.
- c) promote our hero product: Organic Follow-on-milk, Stage 2.

Your ideas can take any appropriate Meta paid format, including:

- Static ads (9:16)
- Carousels
- Short Motion / Reels

We'd love to see how you think in motion, but we don't expect you to spend hours producing a highly polished video. If there isn't time to fully animate an idea, **a storyboard that clearly demonstrates how it would work is absolutely fine.**

About our new Brand World

Kendamil is a British, family-owned infant nutrition brand, based in the Lake District. We are best known for our infant formula, which is always made with nutritious, creamy whole milk from British farms (as opposed to vegetable oil, which is what our competitors predominantly use).

We've recently refreshed our brand identity to better communicate what makes Kendamil different.

At the heart of the brand is one key idea: **Wholesome**.

Wholesome is about more than how we look. It comes through in our ingredients, our family heritage, where we come from and the way we communicate and build trust with families.

From Farm to Family

Kendamil is a family-run business and our home is in the beautiful Lake District. Our provenance and family heritage are an important part of what makes us different.

Our new brand line, ***From Farm to Family*** connects where our formula comes from with the families we make it for. It conveys the warmth of our brand, bringing together our farming heritage with real family life.

It All Starts With Creamy Whole Milk

Creamy whole milk is at the heart of our formula and an important point of difference for Kendamil.

This story is about celebrating our wholesome ingredients and what goes into our formula. Our Organic Follow-On Milk is made with creamy organic whole milk and contains no palm oil, no fish oil and no soy.

Please note

we don't expect you to communicate ALL of the above brand context in each execution.

We'd like you to show us how you would bring the essence of our new brand world to life on paid social, in a way that feels distinctive, engaging and unmistakably Kendamil.

Assets

[Here's a link](#) to a folder on google drive with all the assets you'll need for the task.

This includes:

- Our new Brand guidelines – plus a handy video which summarises our recent brand refresh
- Logos
- Fonts
- Icons
- *From farm to family* – our typographic lockup and roundel. Feel free to use either of these if it works with your idea.
- Imagery - please feel free to use the images provided or source / generate new imagery if it helps bring your ideas to life.

Presentation

Please collate your ideas into a presentation (in any format) and send any time before the interview to selina.chandnani@kendalnutricare.com

When talking us through your ideas, we'd love to hear more about your thought process behind your creative choices, why you believe the approach works specifically for paid social, and how this you have considered bringing to life our brand through visual storytelling.