

Bentley College
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:60 Radio Spring
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Swedish Glace

SFX: Dinging of spoons scraping empty bowls.

SFX: “Mmmmmm” from a woman

FVO: It’s the number one frozen dessert in Sweden. And a bestseller in Europe. The question is, would Americans like it?

For answers, a Swedish food giant came to Bentley College. Bentley’s Center for Marketing Technologies is an incredible learning facility that students benefit from every day. It enabled the company to conduct a taste test...

SFX: Dinging of spoons scraping empty bowls.

SFX: “Mmmmmm” from a woman

FVO: and package design survey of over 500 people, and tabulate results, instantly.

SFX: “Mmmmmm” from a large group of people.

FVO: They found the results they were looking for at Bentley College. So will you. Bentley offers one of the country’s most technologically advanced campuses, including an on-site Trading Room, and a business curriculum that’s custom-made for today’s information age.

FVO: Bentley. The Business School for the Information Age.

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