

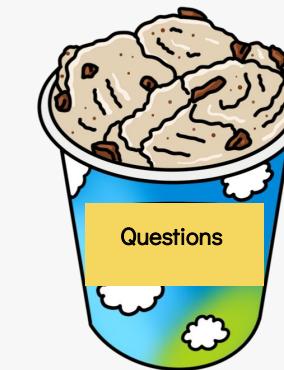


Marketing Opportunity

Frostbite Fighters:

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Agenda



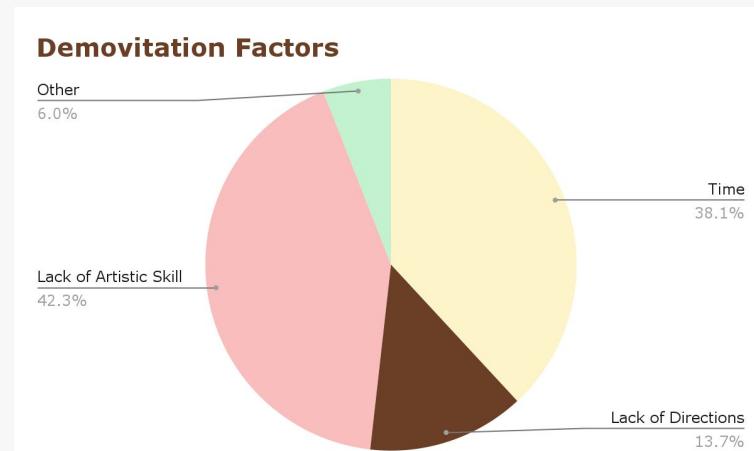
Marketing Opportunity

- Expand Consumer Engagement
- Host a Design a Pint Contest
 - Design a pint background
 - See winning design sold in stores
- Engage with new & old consumers
 - Last contest “Do us a Flavor” in 2006
- Voting
 - Final designs voted by executives



First Target Group

- 120 respondents
 - Screeners: US resident, >10 previous submissions, >85% approval rate
- Artistic ability and time were the biggest demotivators
- Anchoring Bias - Equate political view to entire brand
- Value Expressive Function - Consumers hold attitudes that reflect their closely held values and beliefs.
- 55% wanted monetary compensation and 25% wanted free ice cream
- Final suggestions stated better for kids



Second Target Group

- Based on our survey we pivoted our target group to be.....
 - Public Middle Schools
 - Advertise to teachers and school executives
 - Get participation from 12- 14 year old students
- 40 respondents, had to be teachers

80%

Felt their middle
schoolers would
show interest

70%

Would tell their
school executive
to sign up

70%

Felt other teachers
at their school
would help facilitate

- Who will buy these pints?
 - Loyal brand consumers
 - School affiliated consumers
 - New consumers who care about education, creativity, and youth

Strategic Recommendations

- **Educational promotion campaign to expand consumer engagement.**
 - Target contest audience and Ice cream consumers.
- **Potential to partner with educational non-profits.**
 - Kids in Need foundation.
 - Provide school supplies to under-resourced public schools in the US.
- **How will we reach these consumers/participants**
 - Reach out to student body organizations at schools + ads in community newsletters.
 - Promotion on Ben & Jerry's Website.
 - Social Media Advertisements (teacher TikToks, Facebook, Instagram, Snapchat).

Consumer Influence

Middle School

- One-to-Many with being open to middle school students only.
- Specific target audiences of student, schools, and faculty.
- Influenced to participate in the contest, which means they are more willing to purchase item they associate with.
- The flavor is relatively associated with kids and would be more appealing towards this target audience.
- Have kids show the impact of the contest for future campaigns and increase ice cream purchasing in the future.

Ice Cream Consumers

- One-to-All Ben and Jerry's consumers.
- Influence pre-purchasing by utilizing the internet to showcase advertisements on social media.
- QR code on the pint for more information on the contest.
- Ties into the emotional appeal by making buying the pint a personal purchase.
- Internalize a positive feeling with purchasing the product, making consumers want to continue to engage with Ben and Jerry's in the future.

Proposition

- 13,000 Public Middle Schools
- Large poster board - 1 submission per school
- Regulations + Guidelines
- Schools submit their information to enter contest
- Prize includes an ice cream party for the winning school.

SUMMER SPECIAL DESIGN CONTEST



WHAT DOES SUMMER LOOK LIKE TO YOU?

- Run January - March, winner announced in May
 - Production/In-stores: June - September
- Summer Special : Chocolate Chip Cookie Dough
 - \$6.99 per pint.



Thank You