

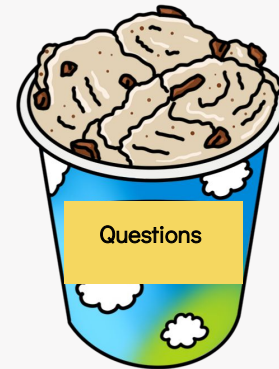
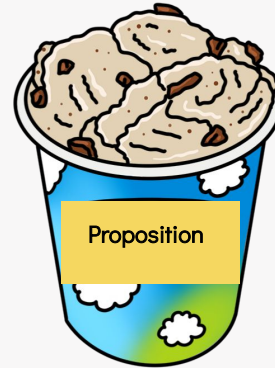
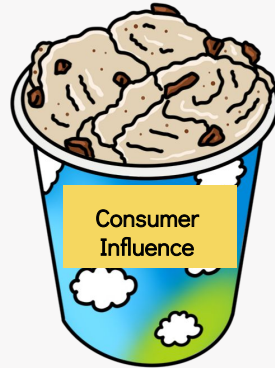


# Marketing Opportunity

Frostbite Fighters:

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# Agenda



# Marketing Opportunity

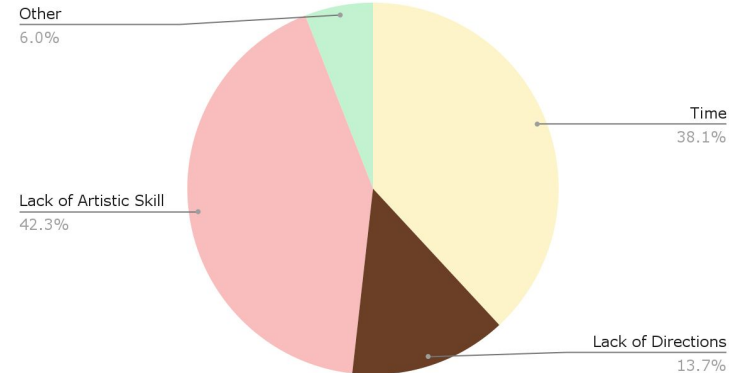
- Expand Consumer Engagement
- Host a Design a Pint Contest
  - Design a pint background
  - See winning design sold in stores
- Engage with new & old consumers
  - Last contest “Do us a Flavor” in 2006
- Voting
  - Final designs voted by executives



# 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

**Demovitation Factors**



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







**Thank You**