

YOU CAN HAVE YOUR ICE CREAM & EAT IT TOO

WHAT ARE CONSUMERS LOOKING FOR?



1 VARIETY OF FLAVORS

- INDULGENT CHOCOLATEY FLAVORS
- FRUIT-BASED ALTERNATIVES
- STAPLE: COOKIES & CREAM

TREND ALERT

PEANUT BUTTER AND FRUITY INDULGENT
[think: fruit + chocolate or fruit + cream]



2 EMOTIONAL CONNECTION TO THE BRAND

ICE CREAM PURCHASES AND CONSUMPTION HAVE A STRONG EMOTIONAL DRIVER BEHIND THEM
[think of eating that satisfying pint of ice cream when you were upset]



A DIRECT CORRELATION EXISTS BETWEEN EMOTIONAL BRAND PERCEPTIONS AND BRAND PREFERENCE

HOW DO WE COMMUNICATE WITH CONSUMERS?

♥ MUST HAVE

- PROMISE OF TASTE
- COMPELLING TASTE DESCRIPTORS + REAL INGREDIENTS BRINGS THE QUALITY OF THE INGREDIENTS AND THE TASTE TO LIFE



★ NICE-TO-HAVE

- TEXTURE: PARTICULARLY IF MILK-BASED, DESCRIBING THE TEXTURE CAN BE TIED BACK TO THE QUALITY AND TASTE



- HERITAGE: INFORMATION ABOUT THE BRAND'S EXPERTISE REASSURES WHEN COMBINED WITH A BENEFIT



ASSESS BASED ON SITUATION

- AVOID STATING THE OBVIOUS: ATTRIBUTES, SHAPES, GLUTEN-FREE, SQUARE
- COMPARATIVE CLAIMS: MAKING THE BASE OF COMPARISON RELEVANT TO CONSUMERS CAN MAKE COMPARATIVE CLAIMS MORE APPEALING
- ORIGIN OF INGREDIENTS
- AVOID CLAIMING PERCENTAGES OF MAJOR INGREDIENT INCLUSIONS UNLESS IT IS 100%: IT RAISES CONSUMERS' SUSPICION ABOUT THE REST OF THE PRODUCT
EG. AMOUNT OF NATURAL INGREDIENTS, REAL FRUIT
- HEALTH COMPONENT (CALORIES, VITAMINS, ETC.) THIS IS AN INDULGENT ACTION AFTER-ALL

HOW DO CONSUMERS SHOP FOR ICE CREAM?



Brand Loyal

CONSUMERS SHOP FIRST BY BRAND (TYPICALLY EXCLUSIVE TO A CERTAIN ICE CREAM FORM) FOLLOWED BY FLAVOR

IT IS IMPORTANT TO PROMOTE (AND ADVERTISE) YOUR BRAND IN A WAY THAT IS IN LINE WITH YOUR SOUGHT BRAND PERCEPTION



Form

STICKS TO BARS TO CONES TO SANDWICHES - PORTION CONTROLLED AND EASY "ON THE GO" DEMANDS ARE POPULAR

OCCASION BASED PURCHASES, WHICH DICTATE THE DESIRE FOR PINTS VS. STICKS



Flavor

CHOCOLATELY TO FRUITY, OR SOMEWHERE IN BETWEEN, THE LAST FACTOR CONSUMERS CONSIDER IS THE SPECIFIC FLAVOR OF THEIR PURCHASE

... and sprinkles on top

- July is National Ice cream Month
- Trend Alert: Healthy innovative substitutes will spur industry growth (IBISWorld Report, 2014)
- US ice cream market is an 8 billion dollar industry (IBISWorld Report, 2014)
- The US is the #1 consumer of ice cream with the average American consuming of 45.8 pints per year (Datamonitor, 2014)