

All Natural  
**BEN & JERRY'S**  
VERMONT'S FINEST®



Dr. J Dixon  
Mkt 1214  
Term Project:  
Advertising

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## Marketing Review

Our full service agency, Sweeticco, was selected by Ben & Jerry's to be the agency to bloom a rich and unique advertisement for the ice cream company. Although the company sprouted in the United States, it has grown its roots to offer its products internationally such as in The Netherlands, United Kingdom, Germany, etc. They maintain several social media pages such as Instagram to maintain their interactions with their consumers or potential consumers. The company has been in business since the late 1970s and is one of the largest known brands for ice cream around the globe. Although not the leading brand in its market, it has become one of the many growing environmental and socially responsible companies.

One of Ben & Jerry's many honorable acts is helping out with small farmers in their Fair Trade system, where farmers will be paid a fair price for their products. In exchange the farmers will use environmentally friendly farming practices and make an impact in their local communities. Over time, Ben & Jerry's has certainly lived up to one of their founding principles, "those who are successful should work to improve the world around them." Ben & Jerry's has successfully fulfilled this principle with their most recent campaign launch on February 8th, 2018, titled *The Poor People's Campaign*, which addresses the issues of homelessness throughout the United States. As they continue to grow as an environmental and socially friendly company, we look forward to putting together a fun campaign that will further contribute to Ben & Jerry's Image.

Ice cream is a popular snack for people and it is easily accessible to a wide variety of consumers. Everyone from children to adults can enjoy the snack, and with such an abundance of flavors available, it is easy to focus this campaign on household members starting from the

youngest of children. Although other popular companies like Häagen-Dazs and Baskin Robbins present competition for us, the quality and credibility of our company makes us better than the competition in our market.

Ben & Jerry's seeks to create innovative ways to address and implement products / values into markets, while staying attuned to the company's social and environmental missions. Ben & Jerry's uses its products to magnify a message as opposed to using it only for promotion and sales purposes. The creation of new ice cream flavors, comes along with ideas of bigger social issues, shedding light on a bigger picture. The Ben & Jerry's mission consists of three interdependent parts. The company seeks to generate innovative ways to improve the quality of life locally, nationally and internationally. Ben & Jerry's intention is to produce, distribute and sell high quality ice cream, frozen yogurt and sherbet, which are made with natural ingredients that are environmentally friendly. The company seeks to operate on a financially stable level, which will provide growth and more opportunities for employees at large.

The Ben & Jerry's ice cream company is motivated to make the finest ice cream with the best natural ingredients possible. Amongst every Ben & Jerry's store, the company has stayed attuned to its marketing strategy by staying in close relations with their customers. In addition to the anniversary of every store, the company compasses different events such as "free cone day" to promote the company's brand and unique ice cream flavors. The company has stayed in accordance with competitors in the ice cream market such as Haagen-Dazs, Nestle and Baskin Robbins, ensuring that high quality products are produced to satisfy daily consumers.

## Situation Analysis



<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>● Over 40 years of establishing themselves in the market</li><li>● Multiple variants between ice cream, sorbet, frozen yogurt</li><li>● Known as an ethical company for their values on: Racial Injustice, GMO Labeling, LGBT Equality, Fair Trade, etc.</li><li>● Known for high quality and eco-friendly products</li><li>● Strong branding through different promotional events such as “free cone day”</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>● Their standard size in supermarkets is only 16 oz, some customers would like larger and smaller sizes to be available</li><li>● Ice cream is something you need to reinvent flavors and continuously be original to stay a preferred brand</li><li>● Competition with similar brands gives consumers an option of brands to pick from</li><li>● Limited market share due to intense competition</li></ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>● Open more storefront locations to increase our target market, nationally and internationally</li><li>● Continue diversifying their ice cream flavors to meet new and upcoming consumer preferences</li><li>● Being sponsors for summertime sports/popular teams</li><li>● Create stronger social media pages and advertisements</li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>● Other Competing Companies: Häagen-Dazs, Baskin Robbins, Dairy Queen, Blue Bunny, Skinny Cow, Cold Stone, Halo, etc.</li><li>● Ice Cream losing its popularity as a summer time snack with potential alternatives</li><li>● Health conscious people by passing ice creams to potentially switch to lower calorie items</li><li>● Environmental regulations</li></ul>

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## History of Advertising, Campaigns, and Publicity

- 1983-** Chosen to create the world's largest sundae.
- 1986-** Cowmobile Travels across the US in an effort to expand past Vermont.
- 1989-** Comes out against use of artificial growth hormones in dairy products.
- 1990-** Support farm aid- help support local farmers.
- 1992-** Takes a stand with the Children's Defense Fund.
- 1996-** Expand their lines to: Sorbets- *No lactose, fat, or Cholesterol.*
- 1997-** Creates flavor *Phish Food* and follows musical group: *Phish* on Concert Tour.
- 1998-** Redesign to their products.
- 1999-** The Flying Friesian: A UK Fundraiser for Kids-in-Need.
- 2001-** Released the flavor *Concession Obsession* alongside the film: *Citizen Cool.*
- 2002-** Released the flavor: *One Sweet Whirled* in relation to Ben & Jerry's.  
partnership with Dave Matthews Band® & SaveOurEnvironment.org to help fight global warming.
- 2004-** In an effort to drive voter turnout among young people,  
Ben & Jerry's partners with Rock the Vote with the event: *Free Cone Day!*
- 2005-** Protested oil drilling in the Arctic National Wildlife Refuge, constructed a 900-pound Baked Alaska with the limited-flavor: *Fossil Fuel.*
- 2007-** The FDA declared it safe to consume from cloned animals and B & J's sent a herd of cow-costumed folks to D.C. to protest.
- 2009-** "Do the World a Flavor" contest encouraging people to share ideas for Fair Trade flavors.

**2011-** Protesters in NYC and protests under the Occupy Wall Street banner to rally against increasing economic inequality in the United States. B & J's issues a direct statement of solidarity and scoops ice cream for Occupiers.

**2012-** Added Greek Yogurt to the line up.

**2013-** As the campaign to label food products made with GMO ingredients moves across the states, Ben & Jerry's stands with the growing movement for transparency and mandatory labeling and commits to transitioning all ingredients to be fully sourced non-GMO.

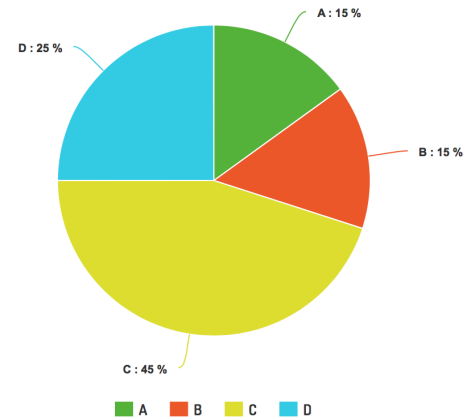
**2018-** Poor People's Campaign.

## Research Foundation

The Advertising Campaign Team for Ben & Jerry's 2018 conducted a survey on a pool of 30 parents and household members to people with young children from the ages of 4 through 12. All of our subjects were New York City Residents. The purpose of the survey was to take a sample of a larger target population and get an understanding of their lifestyles and personal snack preferences. Although some questions could be answered with a simple yes, no, and maybe, they were given the option of providing more specific and elaborating answers.

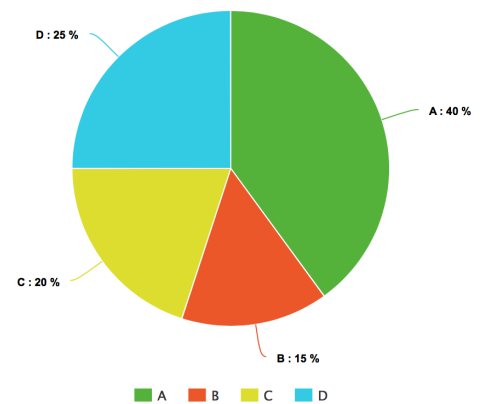
1 Have you heard of Ben & Jerry's Ice Cream?

- |  |     |
|--|-----|
| A. Yes, and I eat it regularly               | 15% |
| B. No, I've never tried it                   | 15% |
| C. Yes, but I've only had it a several times | 45% |
| D. Not really, only once or twice            | 25% |



2 Which traditional Ice Cream Flavor would you like to have a revamped flavor?

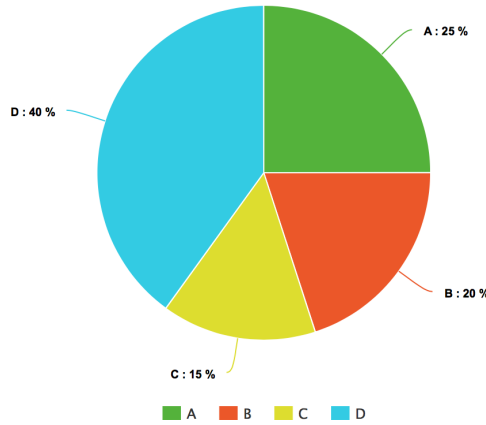
- |               |     |
|---------------|-----|
| A. Vanilla    | 40% |
| B. Chocolate  | 15% |
| C. Strawberry | 20% |
| D. Coffee     | 25% |





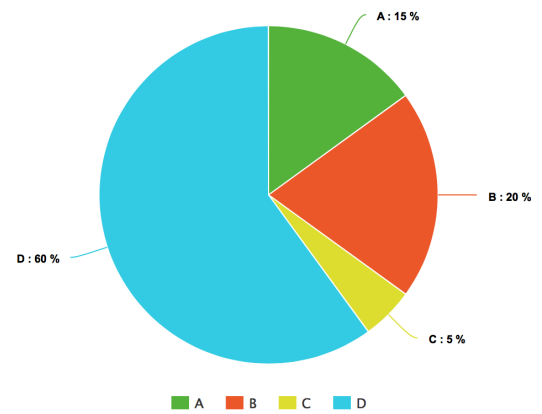
3 Which Ben & Jerry's Flavor would you choose to resurrect from the Flavor Graveyard?

- A. Chocolate Macadamia (Nuts ,Chocolate, & Vanilla swirled)- 2010-2011 25%
- B. Holy Cannoli (Vanilla, Pistachios, Pieces of Waffle)- 1997-1998 20%
- C. Coconuttery Fair (Coconut and Chocolate)- 2010-2011 15%
- D. Purple Passion Fruit (Passion Fruit)- 1996-2001 40%



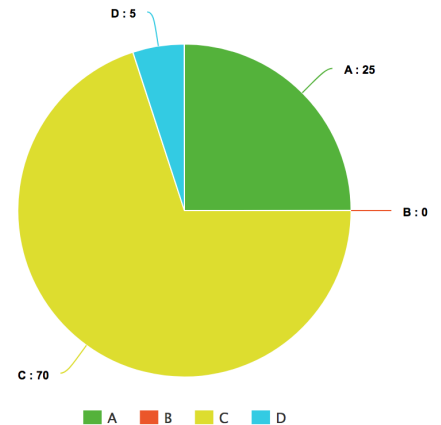
4 How many people in your household are a fan of ice cream?

- A. Just me (1) 15%
- B. Me and 1 other person (2) 20%
- C. Three of us (3+) 5%
- D. The entire household (4+) 60%



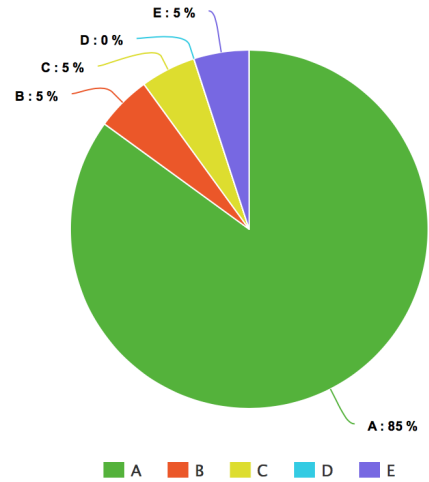
5 Do you feel that ice cream is a seasonal snack? If so, what season?

- A. Yes, it works well in the summer through fall months 25%
- B. Yes, it works well in the winter through spring months 0%
- C. No, ice cream is an all year round snack 70%
- D. Other (Please Specify) \_\_\_\_\_ 5%



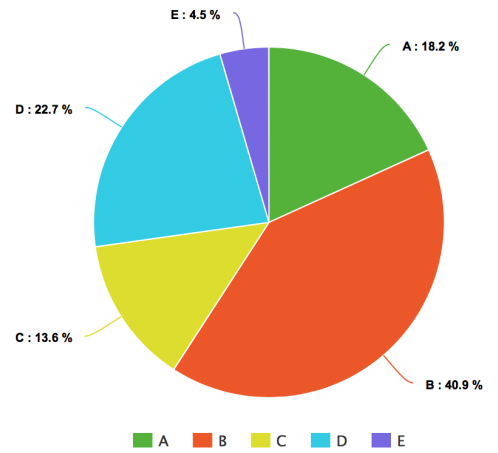
6 Where do you get your ice cream from?

- A. Supermarket 85%
- B. Ice Cream Trucks 5%
- C. Ice Cream Parlor 5%
- D. Ice Cream Cart 0%
- E. Other 5%



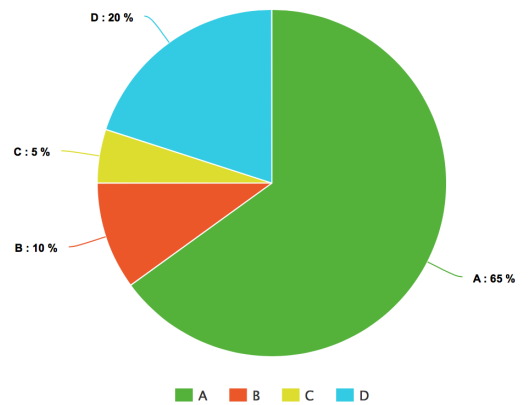
7 What toppings do you like on your ice cream?

- A. Nuts 18.2%
- B. Syrups 40.9%
- C. Fruits 13.6%
- D. Sprinkles 22.7%
- E. Other 4.5%



8 What helps to set the mood for you to eat ice cream?

- A. Cravings 65%
- B. Music 10%
- C. Seeing other people eating ice cream 5%
- D. Being in a certain mood 20%



9 What do you like and dislike about us as a company?

*Common Answers*

Likes	Dislikes
<ul style="list-style-type: none"><li>• Does go on sale in grocery stores</li><li>• Has promotions like free cone day</li><li>• Well-known and reputable brand</li><li>• Good variety</li><li>• Not afraid to try risky mixes</li><li>• Pint is a good size for snacks</li></ul>	<ul style="list-style-type: none"><li>• Retires Flavors</li><li>• Not Consistent with Flavors</li><li>• A bit pricey</li><li>• Too many flavors, overwhelming</li><li>• Not all flavors are easily available at the supermarket</li></ul>

10 Where would you like to see our products available going forward?

*Common Answers*

- More Ben & Jerry's Ice Cream Parlour (notably downtown Manhattan)
- Available in more corner stores (Bodega's)
- Available at food chains that also offer ice cream (eg: Diners, McDonalds)
- More promotions (coupons, sales, etc.)

# Sweeticco



We, The Sweeticco Snack Agency, focus on connecting high quality snacks with their intended consumers. We like to know what YOU want and take great interest and responsibility in gathering this information to tell big brands what the people need. That being said, we are conducting a survey for a partnership with Ben & Jerry's for New Yorker's who are familiar with their icy goodness. Your participation and responses are very important to us and all information will remain strictly confidential.

**THANK YOU!**

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- 1 Have you heard of Ben & Jerry's Ice Cream?
  - A. Yes, and I eat it regularly
  - B. No, I've never tried it
  - C. Yes, but I've only had it a few times
  - D. Not really, only once or twice
  
- 2 Which traditional Ice Cream Flavor would you like to have a revamped flavor?
  - A. Vanilla
  - B. Chocolate
  - C. Strawberry
  - D. Coffee
  
- 3 Which Ben & Jerry's Flavor would you choose to resurrect from the Flavor Graveyard?
  - A. Chocolate Macadamia (Nuts ,Chocolate, & Vanilla swirled)- 2010-2011
  - B. Holy Cannoli (Vanilla, Pistachios, Pieces of Waffle)- 1997-1998
  - C. Coconuttery Fair (Coconut and Chocolate)- 2010-2011 (Flavor that supported fair trade)
  - D. Purple Passion Fruit (Passion Fruit)- 1996-2001
  
- 4 How many people in your household are a fan of ice cream?
  - A. Just me (1)
  - B. Me and 1 other person (2)
  - C. Three of us (3+)
  - D. The entire household (4+)
  
- 5 Do you feel that ice cream is a seasonal snack? If so, what season?
  - A. Yes, it works well in the summer through fall months
  - B. Yes, it works well in the winter through spring months
  - C. No, ice cream is an all year round snack
  - D. Other (Please Specify) \_\_\_\_\_

6 Where do you get your ice cream from?

- A. Supermarket (freezer aisle)
- B. Ice Cream Trucks
- C. Ice Cream Parlor (actual store front location)
- D. Ice Cream Cart
- E. Other (Please Specify) \_\_\_\_\_

7 What toppings do you like on your ice cream?

- A. Nuts (Cashews, Peanuts, Macadamia Nuts, Almonds)
- B. Syrups (Chocolate Fudge, Strawberry, Caramel)
- C. Fruits (Strawberries, Blueberries, Blackberries, etc.)
- D. Sprinkles (Rainbow, Chocolate, Blueberry, Brownie Bites)
- E. Other (Please Specify) \_\_\_\_\_

8 What helps to set the mood for you to eat ice cream?

- A. Cravings
- B. Music
- C. Seeing other people eating ice cream
- D. Being in a certain mood (eg: upset, heartbreak, happy, etc.)

9 What do you like and dislike about us as a company?

Answer: \_\_\_\_\_

10 Where would you like to see our products available going forward?

Answer: \_\_\_\_\_

## Proposed Target Consumers

Sweetico, our full service advertising agency is seeking to reach our proposed target market of family-oriented households with children ages 4-12 years old. The income of our market is in the range of \$20,000 or higher and the total demographics of people in the United States is 133,537,000 people.

### *Demographics/Mission Summary*

The demographics of the Ben & Jerry's is broad, but in a general sense, most deeply connects to families. Ben & Jerry's Target Group is families, notably those with children, because it is a household snack that has a variety of flavors that is meant to appeal to the taste buds of individuals from all different age groups. Popular flavors like cookie dough are something most children can recognize and are familiar with, but they open their brand and product line up to older individuals by releasing flavors like Phish Food that were a collaboration with a popular band. By ensuring a broad product line, Ben & Jerry's appeals to all members of every household. The asking of children to bring sweets into the home only opens the door for this company to show everyone else what they have to offer.

Ben & Jerry's Product Mission is to create high quality ice cream for the sake of keeping a quality snack on the market. Their Economic Mission focuses on operating the Company on a sustainable financial basis of profitable growth, which then increases value for stakeholders. In doing so, it continues expanding opportunities for development and career growth for their employees. This company's Social Mission focuses on using their well-known name for the purpose of supporting charitable causes and bringing support to causes that focus on ongoing

issues regarding Fair Trade, Racism, and several forms of Equality. The company publicly states and supports their views on social, economical, and climate issues worldwide.

With a long running involvement with their community, Ben & Jerry's has made sure to keep a record of all their events and use it to set an example for Ethical Values to their competing companies. Although they are on the pricier side, as some would say, they offer great promotions like Free Cone Day (This year it is April 10th), coupons, surveys, etc. to make their product more affordable and accessible to people of all financial statuses. By making sure they are available in the freezer aisle in countless supermarkets both nationally and internationally, Ben & Jerry's has taken the appropriate steps of becoming a needed product on a household's grocery list.

### ***Psychographics***

In consumer segmentation, the psychographics category focuses on consumers' lifestyles and personalities. Traditionally, ice cream is not a healthy snack but one that is looked to when an individual wants to relax and enjoy something sweet and refreshing. It, in many cases, can be considered a comfort food. Initially, this product was simply meant to be a snack enjoyed by those with a sweet tooth, notably children, on a hot summer day. In recent years, Ben & Jerry's is working past that in opening their product line up to Sorbets, Greek-Yogurt, and non-dairy alternatives as well as their traditional snacks. By opening up their line to other flavors, snack types, and healthier alternatives, they open up their consumer market to those who may seek healthier alternatives to the traditional ice cream cone.



## Advertising Objectives



An advertising objective involves a communication task.

Advertising through our agency with this campaign is expected to:

- ❖ Help Stimulate Sales
- ❖ Increase Profits
- ❖ Help attain company goals (Both ethical and consumer based)
- ❖ Raise Brand Recognition and Awareness (Image Building)
- ❖ Neutralize Competitor's Advertising (Facing the Competition)

Our main objective as an Advertising Agency is to ensure that consumers are:

- ❖ Informed

Make sure consumers are aware of our brand and its products.

- ❖ Persuaded




To those already aware of our product, we hope to persuade them to go out and buy it.

- ❖ Reminded

Having been on the market for roughly 40 years, we want to remind consumers that we exist as an option and competition among other brands in our product market.

## Media Plan & Schedule



### *Magazines Ads*

Magazines	Page Format	Cost Per Ad	Frequency	Total Cost
	Back Cover Full Color 8.5x11	\$84,630	12 Months	\$1,015,560
	1/3 Page Full color 8.5x11	\$171,000	12 Months	\$2,052,000
	Full Page Full color 8.5x11	\$199,000	12 Months	\$2,388,000




### *Billboard Ads*

Billboard Locations	Frequency	Cost per Month	Total Cost
 New York	12 months	\$4.4 million (Times Square)	\$52,800,000
 Miami	12 months	\$8,000	\$96,000
 Los Angeles	12 months	\$25,000	\$300,000
 Boston	12 months	\$23,000	\$276,000

### ***Transportation Ads***

Number of Displays	Rate per month	Frequency	Total Cost
 400 Backlit Diorama Displays	\$600	12 months	\$2,880,000
 75 Bus Stop / Bus Shelter Display	\$7500	6 months	\$3,375,000

### ***Internet Marketing***

Internet Marketing	Price per ad	Frequency	Budgeted Cost
 Google Adwords	\$1-2 *charged per click	12 months	\$5 million
 Instagram	\$0.70-1 *charged per click	12 months	\$5 million
 Facebook	\$0.31-0.61 *charged per click	12 months	\$5 million

## Budget

### Total Marketing Expenditures

#### *Internet Marketing*

Google Adwords- Search	.....	\$5,000,000
Social Media, Content & Blogs	.....	\$10,000,000

#### *Print Advertisements*

Magazine	.....	\$5,455,560
Billboards	.....	\$53,472,000
Train	.....	\$2,880,000
Bus	.....	\$3,375,000

#### *Expenses*

Production Cost	.....	\$12,027,384
Total Budget For Campaign	.....	\$100,000,000
Total Cost For Campaign	.....	\$92,209,944
Contingency Funds	.....	\$7,790,056

*\*\*Contingency funds will go towards planning nationwide events like Free Cone Day*

## Creative Rationale

Our title for this Campaign: *“A Love, An Ice Cream, Ben & Jerry’s”*

Our Slogan is: *“Hands Off my B & J’s”*

We believe that ice cream is something that can be enjoyed in each and every household, most notably to those with children who often enjoy sweet treats. A positive note for brand recognition is how ethical Ben & Jerry’s reputation is during its 40 years in the ice cream industry. During this time, it has continuously produced: unique flavors, varieties in its line up, and snacks that suit numerous taste buds internationally. People don’t have to choose between a sweet or salty flavor of ice cream, we make sure to make a flavor that suits every savoury need regardless of personal preference.

We figured that the title for this campaign project being, “A Love, An Ice Cream, Ben & Jerry’s” since it is something that is easy to understand and gets our point across. We as a company understand the importance of loving what you eat, and from past campaigns often focusing on love towards those in need and equality, it is a theme we would like to keep going forward. Our slogan for advertising in this project is, “Hands Off my B & J’s,” which is meant to be something easy to remember and fun to say. Often when a child does not want to share, they openly make this claim. In this case, since our target consumers are young children, we feel a slogan that can be heard in the voice of a youth is a wise choice.

Creative Supplement

Coupons/Promotions



**All Natural**  
**BEN & JERRY'S**  
**VERMONT'S FINEST**

**\$5 OFF**

Your next purchase of (2) pints of Ben & Jerry's

Manufacturer's Coupon  
Expiration: 12/25/2018



Exp 1/1/19  
Manufacturer's  
Coupon

**Free  
Cone  
Voucher**



Exp 1/1/19  
Manufacturer's  
Coupon

**Free Pint  
Voucher**



Exp 1/1/19  
Manufacturer's  
Coupon

**1/2 OFF  
2nd Cone  
Voucher**



**BEN & JERRY'S**

FOR VALENTINE'S DAY  
**BOGO**  
ON US!



**BEN & JERRY'S**

**FREE CONE  
FOR  
VETERANS**

**FOURTH OF JULY**



**BEN & JERRY'S**

**ENTER OUR  
SWEEPSTAKES!**

Stop by our  
Rockerfeller Center Store  
for a chance to win  
A Year's supply of Ice Cream



Our Ice Cream is

All Natural  
**BEN & JERRY'S**  
VERMONT'S FINEST

Out of this World





*"Fun Times at B&J's Time Square"*



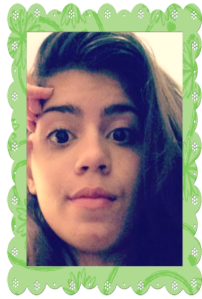
*"Talk about a Mascot!"*



*"Let's not forget how important ethics are to B & J's"*

## Campaign Team

Bella



Cheyenne



Jennifer



### **Isabella Santana, 19**

Marketing Management & Sales  
*Account Executive , Graphic Artist*

About me: I graduated from the high school of art and design and have a background experience in graphic design. I think of myself to be a creative person and enjoy making things both physically and digitally.

### **Cheyenne Darcy, 19**

Fashion Marketing  
*Market Researcher, Copywriter/Production*

About me: In my free time I enjoy spending time with friends, shopping and occasionally keeping my hands on a good book. I love the fashion world because it's up and coming, becoming a turning point influencing the culture and lifestyle of past and previous generations.

### **Jennifer Munoz, 20**

Marketing Management & Sales  
*Media/Market Researcher Media Plan/Buyer*

About me: I enjoy re-reading the Harry Potter series in my free time. I volunteer at a silk-screen printing non-profit collective, where our images reflect on the social and political issues throughout our surrounding communities. I hope to achieve any kind of marketing knowledge to aid the growth of my non-profit collective.

You have reached the end!

For more info on Ben & Jerry's Visit: [www.benjerry.com/](http://www.benjerry.com/)

Follow us on:

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Instagram	<a href="#">@benandjerrys</a>
Twitter	<a href="#">/benandjerrys</a>
Snapchat	<a href="#">/add/benandjerrys</a>

