



Dr. J Dixon

Advertising Term Project

Spring 2018

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Sweeticco



We are the Sweeticco Snack Agency, a full-service agency who was selected to create a unique advertisement campaign for the ice cream company Ben & Jerry's.

Brief Company history

- Ben and Jerry met in the 7th grade during gym class where they were the two slowest. This began a lifelong friendship.
- Both struggled finding “real jobs” as adults, looked to starting their own business
- Signed up for a \$5 correspondence course on ice cream
- On May 5th, 1978– The first Ben & Jerry’s opened in Burlington, Vermont
- The rest is history.

Objectives of our Campaign



- Campaign title: A love, an ice cream, Ben & Jerry's
- Slogan: "Hands off my B&J's!"
- Stimulate consumer sales and increase profits
- Create consumer awareness
- Attain consumer goals to create brand recognition
- Ensure that consumers are informed B&J's and its products
- Persuade consumers to purchase products
- Remind consumers how good a choice and long in ethical standing B&J's has been for over 40 years

Proposed Target Consumers

- Target: Family Oriented Household
- Parents of household with children ages: 4-12 ages
- Income: \$20,000 and higher
- Total Demographic in US: 133,537,000



Media Plan & Schedule

Frequency: 12 months (1 Yr)

- Magazine Ads: New York Magazine, People, USA Today
- Billboard Ads: NYC, Miami, Los Angeles, Boston
- Transit Ads: MTA, CTA
- Internet Marketing: Instagram, Facebook, Google Adwords

Budget

1. Internet Marketing

Google Adwords- Search

..... \$5 million

Social Media, Content & Blogs

..... \$10 million

2. Print

Magazine Ads

..... \$5.4 million

Billboards

..... \$53.4 million

Transit Ads

..... \$6.3 million

Production Cost

..... \$12 million

Total Budget for Campaign for year

..... \$100 million

Actual Cost for year

..... \$92.2 million

Contingency Funds

..... \$7.8 million

Contingency Funds

The company has stayed attuned to its marketing strategy by staying in close relations with customers. The extra money which is derived from the budget can be placed towards nation wide events like “free cone day” to promote the company's brand and unique ice cream flavors.

****Contingency Funds-** Extra money in a budget that can go towards last minute advertising that was not initially planned



Questionnaire Results Summary (majority %) (Refer to Flyer)

- Q1:**45%** of respondents answered they have heard of B&J's, but only had it on several occasions
- Q2:**40%** of respondents answered they wanted vanilla to be revamped
- Q3:**40%** wanted to revive Purple Passion Fruit
- Q4:**60%** answered that the entire household enjoys ice cream
- Q5:**70%** felt that ice cream was a year round snack
- Q6:**85%** answered that they buy ice cream from Supermarkets
- Q7:**40.9%** preferred syrups as their ice cream topping
- Q8:**65%** felt cravings triggered their need for ice cream

Question 9

What do you like and dislike about B&J's as a company?

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

Question 10

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

- More Ben & Jerry's Ice Cream Parlours
- Available in more corner stores
- Available at food establishments that also offer ice cream
- More promotions (coupons, sales, etc.)

Using these results we hope to....

- Have a better understanding and enhance the quality of B&J's to the needs of consumers
- Use the gained information and apply it to business decision making (eg: bringing flavors back)
- Avoid potential Marketing Errors or Bad Decision making in the industry (eg: bad taste in advertising)
- Preparing ground for new flavors



**Storyboarding
&
Ben and Jerry's Times Square**



Q & A



[End of Presentation]