

Blue Bell Ice Cream



Media Plan

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About Blue Bell Ice Cream

Mission

"Our commitment is with you." Blue Bell ice cream is made the old-fashioned way using all fresh ingredients. It is delivered only by Blue Bell employees to ensure consumers get the best tasting ice cream.

VALUES

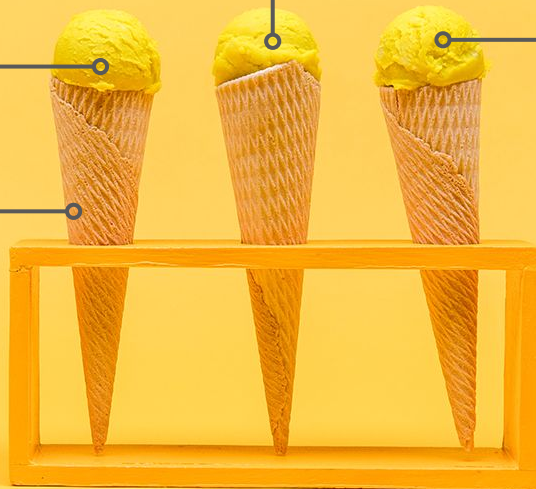
"Blue Bell is the best ice cream in the country." Blue Bell never compromises quality standards and they always make sure consumers get the freshest ice cream.

Where it Began

1907 in Brenham, Texas

Name

In 1930, they changed their name from Brenham Creamery to Blue Bell Creameries after the native Texas bluebell wildflower.





Mission

1. Introduce two new New Orleans-themed flavors: **Café Au Lait** and **Creole Cream Cheese** in select markets in the South region

2. Increase overall sales and share of market during the time period

3. Maintain top-of-mind awareness and positive affinity for the brand



Overview

Client: Blue Bell Ice Cream

Budget: \$500,000 - \$750,000

Period: May - September 2020



Business Climate

1. Increased competition due to the development of new products, flavors, etc.
2. Competition: traditional rivals, store-bought brands, and niche artisan brands
3. Society's trend toward healthier alternatives

Competition

Direct:

- Breyer's
- Ben & Jerry's
- Blue Bunny
- Borden's
- Private Labels

Indirect:

- Healthy alternatives, such as Halo Top
- Gelato
- Sorbets
- Frozen yogurt



SWOT Analysis

<u>Strengths</u> <ul style="list-style-type: none">• Homemade ice cream• Strong brand loyalty• Variety of flavors• Quality of product• Product loyalty	<u>Weaknesses</u> <ul style="list-style-type: none">• Ice Cream seen as unhealthy• 2010 Listeria outbreak• Lacking social media presence• Only sells in 23 states• Needs to revamp advertising
<u>Opportunities</u> <ul style="list-style-type: none">• Create new flavors• Advertise to all ice cream users• Regain customers and advertise to a younger audience• Use social media platforms• Expand products to other states• Rebrand	<u>Threats</u> <ul style="list-style-type: none">• Direct competitors such as, Breyers, Blue Bunny, Ben & Jerry's, etc.• Store-bought and niche artisan ice cream brands• Trend toward healthier alternatives, such as Halo Top

Target Audience

Demographics

- **Age & Gender:** 18-49 age men & women
- **Location:** South
- **Ethnicity:** Caucasian
- **Education:** High school graduates
- **HHI:** \$50,000 to \$75,000
- **Children:** none

Interests

- Dining out
- Entertaining friends and family
- Attending country music concerts
- Watching TV, particularly ESPN, Fox news, and Food Network
- Listening to radio
- Using social media platforms, particularly Facebook

Users of Blue Bell Ice Cream



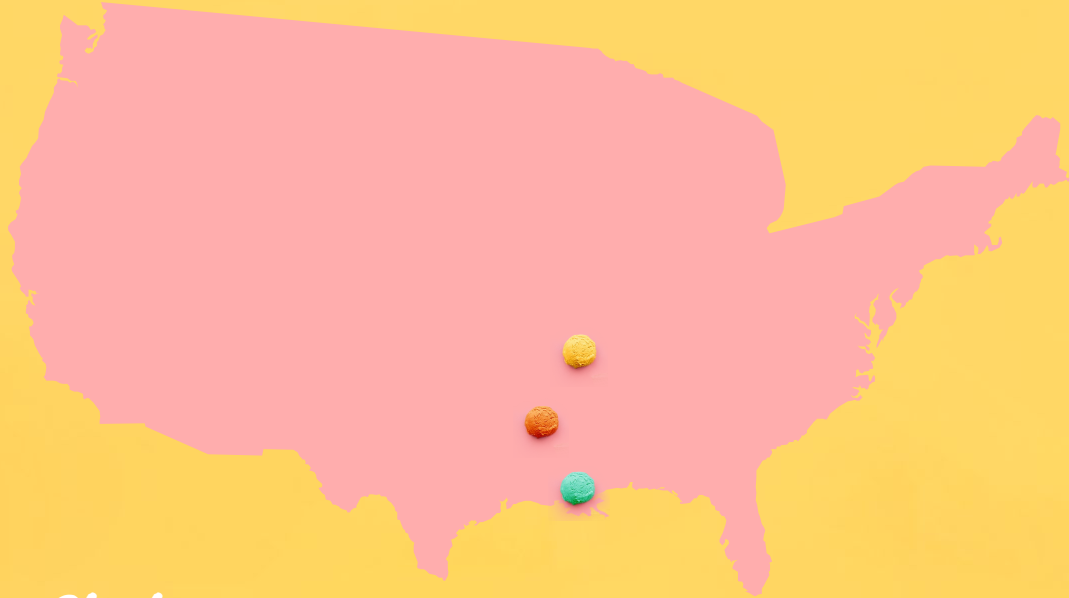
Target Audience Continued...

Ice Cream Preferences

- Adults 20-49 tend to buy original flavors
- Adults with children commonly venture to new flavors
- Teen boys usually opt for premium ice cream, while girls commonly try healthy alternatives



Locations



3 Target Markets

Little Rock



Shreveport



New Orleans



Strategy: We chose to launch the two new flavors in three of the 12 DMA's listed. We selected the areas based on which ones had the highest index in relation to their population for ice cream consumers. For our target market audience, we want to reach those who love ice cream, as well as those who do not solely consume Blue Bell. In this case, we can create loyalty amongst those who are on the fence, and gain new customers.

DMA's

1. New Orleans

- **20.1%** are users of Blue Bell
- **17.6%** are primary users of Blue Bell
- Out of the 12 markets, New Orleans had the highest population for Blue Bell users, as well as a high index (279.8). We believe the New Orleans-themed flavors will attract customers in New Orleans.

2. Shreveport

- **24.7%** are users of Blue Bell
- **22.1%** are primary users of Blue Bell
- Out of the 12 markets, Shreveport had a decent audience size of 188,000 Blue Bell ice cream "all users" with an index of 344. We predict the New Orleans-themed flavors will attract consumers because the city is in close proximity to New Orleans, LA.

3. Little Rock

- **21.1 %** are users of Blue Bell
- **18.9%** are primary users of Blue Bell
- Because Little Rock has a large Blue Bell ice cream "all users" population and a high index (293.3), we decided it would be one of our prime target points.

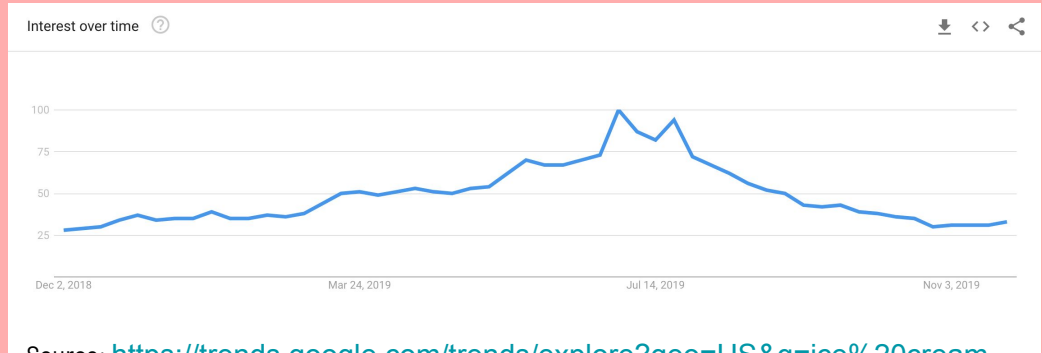
Scheduling & Timing

Flight Date: May - September 2020

Advertising Media Scheduling: Pulsing

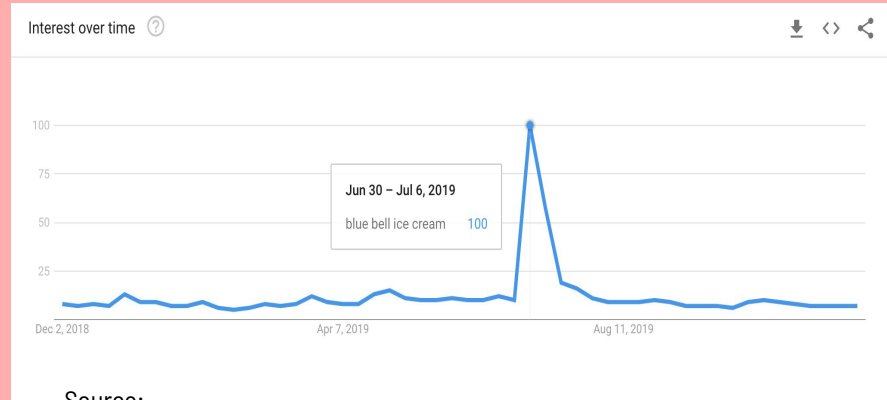
- Heavy advertising during the summer months; especially around Memorial Day, Independence Day, Labor Day
- Heaviest advertising during Independence Day, since there is really high interest in both ice cream and Blue Bell ice cream around that date.

Interest in Ice Cream



Source: <https://trends.google.com/trends/explore?geo=US&q=ice%20cream>

Interest in Blue Bell Ice Cream



Source:

<https://trends.google.com/trends/explore?geo=US&q=blue%20bell%20ice%20cream>



Media Mix

- **OOH**
 - Billboards
 - Shopping cart ads
- **Television & Video Streaming**
 - 30 sec ad commercials
- **Streaming Audio**
 - Sponsor playlists
- **Digital Media**
 - Social Media posts
 - Coupon ads
 - Giveaways
- **Contest**

Billboards

OOH

Shopping Cart Ads

Placement: Near major distributors of our two new flavors located in the targeted 3 DMA's

- Outdoor (heavy)
 - 48.4% Blue Bell users
 - 48.1% sole Blue Bell users
 - 48.3% are heavy ice cream users

Objective:

- Because everyone in our target market is legally able to drive, we want to target them while they are driving and/or in traffic.

Strategy:

- Strategically place billboards located on prominent interstates in the 3 DMAs. The boards will show the directions and name of closest location selling Blue Bell ice cream.

Placement: Grocery stores

- Have seen ads in grocery stores (last 30 days)
 - 19.7 % are Blue Bell users
 - 19.0% are sole Blue Bell users
 - 19.8% are heavy ice cream users

Objective:

- To target consumers while they are shopping in stores where Blue Bell ice cream is sold.

Strategy:

- Create shopping cart ads showing the two new flavors
- Easy way persuade customers to purchase flavors on the spot.



Our target market views TV to be the most trusted form of media, and they use it as a way to keep them up-to-date on information.

Objective: Run 30 sec ad commercials in select networks (Fox news, The Weather Channel, USA Network)

When: Prime time

- Target everyone (working adults are home and there is a better female/male ratio)
- Better qualitative performance
- Of those watching during Prime Daypart:
 - 79.4% are Blue Bell users
 - 79.1% are sole Blue Bell users
 - 81.4 are heavy ice cream users

Strategy: Target individuals watching the news during prime time only in the targeted 3 DMA's (New Orleans, Little Rock, & Shreveport)



TV Continued

We want to also run 30 sec ads on ESPN & Food Network because a large portion of our targeted audience watch those two networks.

- ESPN
 - 29% are Blue Bell users
 - 29.5% are sole Blue Bell users
 - 27.9% are heavy ice cream users
- Food Network
 - 23.3% are Blue Bell users
 - 23.5% are sole Blue Bell users
 - 25% are heavy ice cream users



Strategy: Target individuals watching the networks and market the new flavors to those individuals. Running 30 sec ad commercials will help advertise to a large audience and create brand exposure/awareness of the two new flavors.

Streaming Audio



Why?

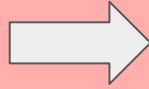
- 1 in 2 Americans listen to streaming audio every week
- In 2017, 53% have listened to radio in the last week
- According to a study in March 2018, 47.7% of the U.S. population listen to Spotify

Objective: Sponsor playlists on Spotify (mobile & desktop overlay ads)

- Sponsor ads will be displayed on the top country music playlists because many of our target consumers enjoy listening to country music
 - 9.5% of Blue Bell users attend country music performances
 - 8.0% of sole Blue Bell users attend country music performances
 - 10.9% of heavy ice cream users attend country music performances

Strategy: We want to extend our campaign reach and hit a younger audience by using streaming audio. Our client expressed wanting to use some digital options, and streaming audio would be a perfect way to hit our target consumers on a variety of platforms.

*Traditional
Media*



*Digital
Media*

79% of the US population has a social networking profile.

69% US adults use Facebook

37% US adults use Instagram

We want to expand into using digital media options, particularly social media platforms, in order to target new customers, reach a younger audience, have more creative opportunities, and update Blue Bell's advertising.



Instagram & Coupon Ads

Objective:

- Increase Instagram posts to increase following amongst targeted population and gain new customers.
 - Increase Instagram followers from 76.9k to 90k between May - September 2020
- Use geofencing to advertise Blue Bell ice cream coupons on Instagram

Strategy: To increase relevance on Blue Bell's Instagram while also measuring the redemption of coupons we are going to utilize with the "swipe up" feature on stories. We will use geotargeting to deliver the coupon ads based on the user's proximity to a store selling the two new flavors. We will give 10% off of our new flavors for those who swiped up for the coupon. This can be sent to friends so they can do the same. Our KPI for this strategy will be both how many coupons are used and how many people have swiped up (CTR).



Instagram Giveaways

Objective: Improve customer relations and increase customer interactions with Blue Bell's social media.

Strategy: We will post giveaways for the two new flavors on Instagram throughout the summer months to gain followers and get people excited about the new flavors. We will be tracking how many followers we gain after each giveaway. We will also create posts and stories that will make customers interact with the brand to create awareness and responses. Blue Bell will stay very active in engaging with followers in a friendly manor to create loyalty and a sense of community.



Facebook



Objective: Increase Facebook followers from 378k to 390k between May - September 2020

Strategy: Create a call to action for the facebook page to redeem coupons just like instagram while we also create synergy amongst the platforms by linking reviews for the new ice cream, posting videos that will engage consumers, and continuing our efforts to get our new ice cream hashtag trending to increase relevance.

Golden Ticket Contest

Objective: Place a “golden ticket” in one of the two new flavors, Café Au Lait & Creole Cream Cheese, in pints only found in the selected three DMA’s. Whoever receives a golden ticket wins the chance to tour the original Blue Bell Creamery in Brenham, Texas, as well as taste all the different flavors.

- 5 golden tickets total
- Allowed to bring one guest on tour

Strategy: Contest will be launched around Independence Day because our studies show that is when people are most interested in ice cream. The contest will create a lot of brand awareness/exposure.

- We predict the contest will gain a lot of media coverage and create a high social media engagement
- The whole tour experience will be shown on the Instagram live feature
- Inspired by Willy Wonka to invoke nostalgia, another way to target our consumer audience

Budget

OOH

- 3 billboards New Orleans: \$10,500
- 3 billboards Shreveport: \$5,820
- 3 billboards Little Rock: \$6,402
- Shopping cart ads (9 locations): \$19,800

Traditional Broadcast

- 5 TV spots: \$575,000

Streaming Audio

- Spotify playlist ads \$25,000

Social Media

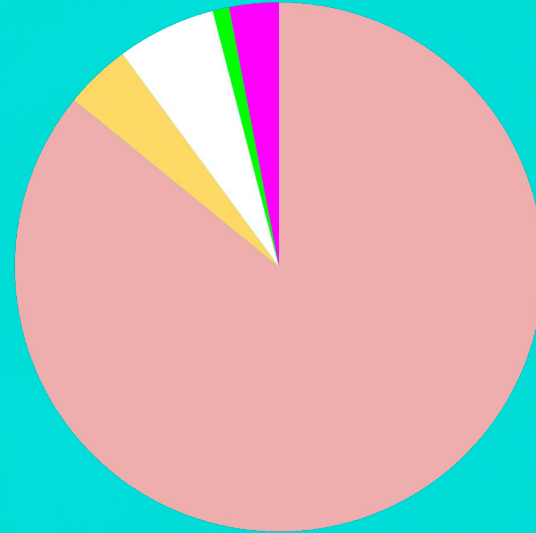
- Instagram and Facebook coupons: \$20,000
- Instagram giveaways: \$500






Contest

- Travel accommodations for golden ticket winners: \$10,000

Total: \$673,022

Budget Allocation



	Social Media	3.0%
	TV	85.4%
	Streaming Audio	3.7%
	OOH	6.3%
	Contest	1.5%

Media KPI Performance

Outdoor: Ad exposure/impressions, sales impact before & after running OOH campaign, DEC (Daily Effective Circulation)

Traditional Broadcast: Audience delivery

Social: Followers growth, coupon downloads, social visitors conversion rates, likes & engagement, compare followings before & after running giveaways, CTR

Streaming Audio: Reach, URL/Landing page tracking, site visitation, number of viewers on each playlists, CTR

Contest: Compare sales of new flavors before and after running contest



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A close-up photograph of a swirl of pink and white ice cream. The pink ice cream is on the left and bottom, while the white ice cream is on the right and top. The texture is soft and creamy.

THANKS

**Does anyone have
any questions?**