



Creative Brief

Women in Power Flavor Campaign

PREPARED BY

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ISSUED TO

Ben and Jerry's Marketing

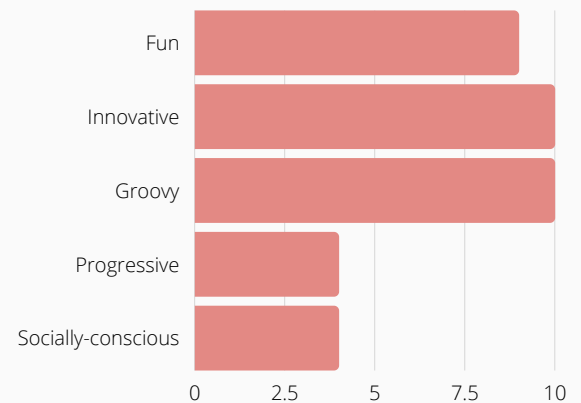


Brand Analysis

Socially-conscious, progressive, fun, innovative, and groovy

As demonstrated by:

- Australian youth flavor campaign
- Social justice advocacy
- Catchy names
- Partnership with late-night comedy hosts
- Environmentally-friendly ingredients like cage-free eggs and steroid-free milk (Upward)
- Market research does not influence launched flavors



Small Sample Survey

We asked 5 people of different genders and ages to rate our brand adjectives on a scale from 1-10. Above is the average score for each adjective.

Key Points

- Women recognized Ben & Jerry's advocacy for social justice more than men
- Participants value taste and ingredients more than company values
- People over 40 years old more likely to buy Haagen Daaz rather than Ben & Jerry's
- **TAKEAWAYS: Ben & Jerry's is not properly conveying their socially-conscious and progressive messaging to their consumer base.**



Product Overview

From Cherry Garcia to Netflix and Chill'd, Ben & Jerry's has a decades-long history of experimenting with novel flavors and ingredients to concoct delicious ice cream imbued with meaning and change. Despite their global expansion, Ben & Jerry's has never ceased to express their gratitude for their customers with the annual Free Scoop Day. Most importantly, Ben & Jerry's uses their corporate status to advocate for social justice and people in need. They've partnered with late-night hosts, other corporations, and charities to create delectable pints with a delicious message.

Strengths

- Consistency in branding and messaging -- little change since the 1970s
- Unique ice cream flavors and catchy names
- Nostalgic with the old-fashioned cow design
- Inclusive with ingredients -- dairy-free options
- Environmentally-friendly
- Strong legacy and marketing strategies ("Ben & Jerry's SWOT Analysis")



Weaknesses

- Social justice and progressive values not conveyed to audience
- Expensive in the United States
- Scoop shops only in select places
- Intense competition
- Damage to brand from past controversies -- herbicide scandal (Strom)

Competition Overview: Haagen Dazs

- 40% of participants preferred Haagen Dazs over Ben & Jerry's
 - Both over the age of 35
- Smoother, lighter flavors without many mix-ins
- Longer history and legacy
- Campaign is the Honey Bee Initiative
- Also have Free Cone Day
- Similar price
- Refined and velvety brand
- Non-GMO ingredients --- little difference in quality

Target Audiences

The target demographic of Ben & Jerry's is young adults and families, specifically people who are socially conscious regarding the companies' values and how products are sourced. Due to this target audience, Ben & Jerry's has to consider the position of their brand.



Primary Target Audience - Young Adults

Young adults, predominantly millennials and Generation Z audiences, were born between the 1980s and the 2010s. This group has matured with technology which has made them innate mobile users. Both men and women are key demographics, however, women recognize the Ben & Jerry's brand's ties to advocacy more. Additionally, these groups want brands that feel authentic and share their same values. Ben & Jerry's young adults market may live in urban areas, are well-educated, and have an average to above average income based on the price of the product and Ben & Jerry's social values. These audiences prioritize personalized experiences, according to Forbes, and the individual ice cream flavors will appeal to this audience.

Secondary Target Audience - Families

Families are also a target market for Ben & Jerry's. According to a new study from HP Inc., "75% of Americans still identify the all-American family as white and heterosexual with children, while only 25% of American families actually match that portrait." Despite these changes, Ben & Jerry's would target families consisting of one or two parents and multiple children who may be attending middle school to college. Families, specifically parents with purchasing power, are concerned with the price and the quality of products (such as organic, responsible sourcing, etc). These families will most likely have an average to above average income and don't mind splurging on the costs for Ben & Jerry's ice cream. Family values may include acceptance, compassion, responsibility, and integrity which are reflected in Ben & Jerry's brand.

Secondary Target Audience - Media

Media companies with progressive values could also be considered a target market for Ben & Jerry's. These companies would be predominately located in cities and urban areas.

Consumer Motivators

Ethos

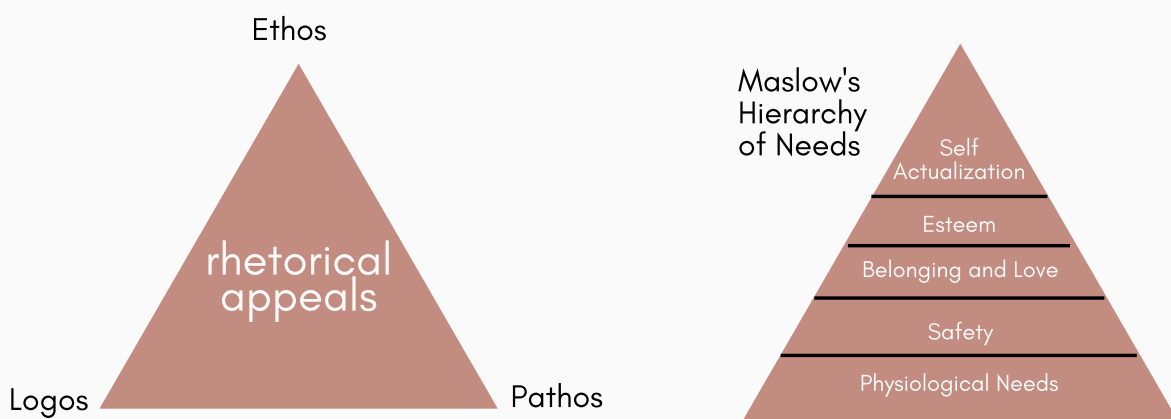
Ben & Jerry's has been a brand over the past 50 years which has established name recognition in the ice cream industry. For this campaign, the three women--Malala Yousafzai, Greta Thunberg, and Stacey Abrams--have a strong following due to their success with activism which will further establish the campaign's ethos. This name recognition aligns with the esteem needs of Maslow's Hierarchy of Needs, because although this is not the cheapest choice in ice cream, the name will bring prestige and some sort of feeling of accomplishment for being able to purchase this ice cream.

Pathos

When consumers purchase Ben & Jerry's ice cream there is a feeling that one is supporting a cause, while giving consumers an excuse to eat ice cream. For example, according to Ben & Jerry's website, "we ended the practice of criminal record inquiries as part of the initial application process last year." Consumers are able to support others by purchasing this ice cream and feel involved in a community. The good feelings also align with the belonging and love needs of Maslow's Hierarchy of Needs since Ben & Jerry's has created a sense of community through supporting others.

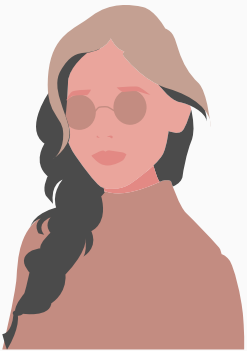
Logos

Ben & Jerry's also has certifications including non-GMO, dairy free, and gluten-free for select ice creams. For this specific campaign, the donations would be provide additional logos. Additionally, Ben & Jerry's supports several causes and educates followers on their social media platforms as well. Ben & Jerry's has supported several organizations, ranging from racial justice to climate justice. This specific campaign will focus on the Women's Global Education Project to support women empowerment causes. By educating others about these causes, Ben & Jerry's is fulfilling the top of Maslow's Hierarchy of Needs, self-actualization, by calling on consumers to reflect on their beliefs and further educate themselves on topics.



Campaign Target Audiences

For this specific campaign, the target market will focus on generations and women. Due to the fact that this is a socially conscious campaign, we want to capture the support of Generation Z and Millennial audiences who will support companies that share the same values and take action.



Gen Z

According to the *Pew Research Center*, Generation Z is “diverse and on track to be the most well-educated generation yet – who are moving toward adulthood with a liberal set of attitudes and an openness to emerging social trends.” This is why Ben and Jerry’s campaign needs to promote a diverse group of women. Gen Z values brands that feel authentic and technologically savvy as they are innate mobile users. This group also cares about social movements and want to see companies care about these movements as well.

Millennials

Millennials are an important audience for this campaign. According to the *Washington Post*, “Millennials have also come of age at a time when it’s easier to express views on issues without taking to the streets—and not just through social media. They can buy organic food in grocery stores or ‘Made in the U.S.A.’ clothing at a retailer. Or they can steer their investment dollars toward companies that comport with their values, a practice known as ‘social’ or ‘impact’ investing. Millennials care about social problems, and harness the power of social networks.” This is also an important audience for Ben and Jerry’s to capture because they will support businesses that share the same values.



Women

Ben and Jerry’s should ensure that they are targeting women, specifically those who praise women in power. This group can differ among different generations because according to the *Pew Research Center*, “A majority of Americans, regardless of generation, view the increasing number of women running for public office as a positive change for our society. Roughly two-thirds of Gen Zers, millennials and Gen Xers say this is a good thing, as do 61% of Boomers and 55% of Silents.” More and more people are supporting gender equality, roughly 79% of adults according to the *Pew Research Center*, so it’s important to target this demographic as well.

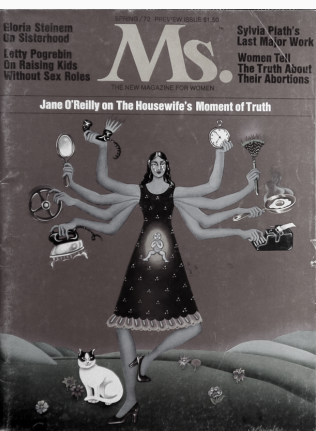


Mediums of Communication

Based on the above research, our agency suggests focusing on three areas of media including a press release regarding the "Scoops for Votes" event, social media posts announcing the three new flavors, and a PSA from the "Scoops for Votes" event on YouTube and other streaming platforms.

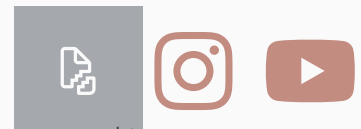
Press Release

The Women In Power Flavor Campaign focuses on women activists who are using their platforms to make the world a better place. Due to the focus of this campaign we will be reaching out to women's magazines that share progressive values or align with feminism. Such publications include *Ms.* and *Bust*. These are magazines that publish stories about women and the struggles they endure. The press release would cover the release of the three new ice cream flavors. We would target the news or food sections of both magazines to ensure that there is a discussion regarding the event.



Social Media Posts

Due to the age and preferences of the target market, having the campaign extend to Twitter and Instagram is essential. Gen Z and millennials both use Instagram predominately and 51% of audiences are women Instagram globally, according to Statista. Ben & Jerry's has also established themselves on Instagram with over 1.4M followers, on Twitter with nearly 458K followers, and on YouTube with over 40K followers. Ben & Jerry's has established themselves as not only a name in the ice cream industry but as source of education regarding causes they are passionate about. Ben & Jerry's social media regularly posts information about issues such as racial justice, climate, change, voting rights, and so on. As these posts are welcomed by the social media community, posts about the women in power for this campaign, will have a similar acceptance.



PSA

The target audience of Ben & Jerry's has begun shifting from traditional cable television for streaming services such as Hulu or YouTube TV. These would be important platforms for the PSA to be broadcasted on. According to a study conducted by Hulu, "70% of Gen Z respondents equate 'watching TV' with watching via an online source." Thus, rather focusing on traditional TV, this campaign will focus on streaming platforms. The PSA video will focus on Stacey Abrams as she hands out scoops of the three new flavors as people register to vote.

Campaign Idea

Our campaign idea is the creation of three new flavors. Each flavor is dedicated to a female activist including: Malala Yousafzai, Greta Thunberg, and Stacey Abrams. Additionally, there would be social media campaign predominately Twitter and Instagram, dedicated to showing the work of powerful women. Lastly, we would set up a truck to hand out free ice cream for registering to vote in Washington DC with Stacey Abrams.



Ben & Jerry's Brand

Ben & Jerry's is known as a brand heavily involved in social activism, including a long history of demonstrations for issues they care about. For example, in 2005 they made the World's Biggest Bakes Alaska as a demonstration to protest the US Congress opening the Arctic National Wildlife Refuge in Alaska for oil drilling. This campaign will reflect the values of the company and the messaging allows for continued education on these issues, but in a fun way. Additionally, the use of the Ben & Jerry's ice cream truck will reflect the groovy and vintage inspired aspects of the brand.

Message Reaching Target Audience

Through the mediums of communication, the message can reach the target markets and speak directly to them. The target markets heavily use social media and due to the interactive and collaborative nature, will allow audiences to discuss these important issues with Ben & Jerry's. Furthermore, the video PSA and press release in other forms of media will attract the attention of those who are less tech-savvy. In order to ensure that the message is meeting the demands of each platform by abiding to guidelines. For example, more posts on Instagram will focus on infographics and the beautiful images while Twitter will allow for more discussion to take place. Through research, we will ensure that the message matches each demand for each medium, by maintaining a feminist tone with the press release for women's magazines and creating a quick and fun call-to-action for the PSA on streaming services. We would also be sure to abide by community guidelines on social media platforms.

Mock Up Designs

Ben & Jerry's uses colorful images and graphics to promote their products. For the campaign mediums, we would use a similar approach to promote the new flavors including:

- Greta's World- a vanilla bean ice cream colored blue and green, with chocolate fishies and a sea salt caramel swirl
- Neapolitan Prize- a strawberry and vanilla ice cream with a chocolate fudge core
- Georgia S'Peach- vanilla bean ice cream with chunks of Georgia peaches

Ben & Jerry's Ice Cream Designs



Social Media Post



Overall Objectives



Goals

The goal of this campaign is to further establish Ben & Jerry's as a company with progressive issues that continues to be a voice for change. This campaign will also further develop Ben & Jerry's authority as a resource and thought leader in these areas. Additionally, the campaign making a donation for the Women's Global Education Project (WGEP) for the profits from the new flavor sold. This organization aligns with Ben & Jerry's values since they "We believe that every child should have the opportunity to attend school and obtain a quality education," according to their website. Additionally, the goal of this campaign is to promote and spotlight powerful women, in addition to Malala Yousafzai, Greta Thunberg, and Stacey Abrams. This goal will be accomplished with social media posts about a diverse range of women in history who have shaped history. Lastly, the campaign is meant to inspire women and create a fun way to discuss issues including gender inequality among other issues that affect women.

Measuring Success

The donations will be collected through the Ben & Jerry's new flavors sold. 10% of the sales will be donated to the WGEP. Additionally, the sales of the ice cream will be tracked as well as the social media following, mentions, and likes generated. The sales will tracked from sales in grocery stores, online, and store-front locations. Additionally, the social media analytics will show the increased metrics before and after the campaign on Instagram, Twitter, and YouTube. The success of the PSA will be tracked with conversions and interactions with the video through additional analytics. Lastly, the campaign would track mentions of the campaign to ensure it reached the target audiences and that they appreciate the campaign's message.