



J.J.C.C
ADVERTISING

We move mountains to ensure our client's success.

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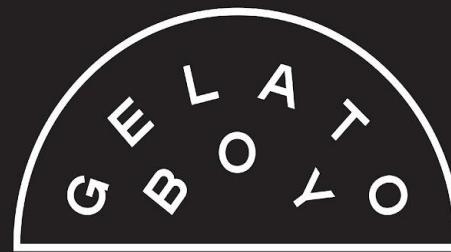
AGENDA

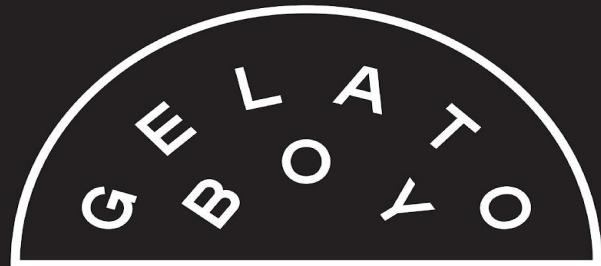
Competition

Benchmark
Brands

SWOT Analysis

Creative
Brief





Competitors

Why These Competitors?

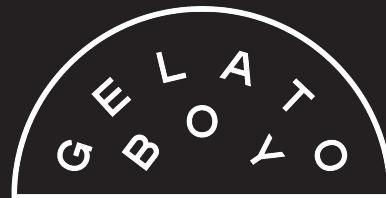


Talenti - Top gelato brand in grocery with more flavor variety, and cheaper prices

Sweet Cow - CO based brand exclusively available in scoop shops

Ben & Jerry's - Top ice cream brand. People still purchase ice cream over gelato, and Ben and Jerry's is a mogul with their scoop shops and grocery sales.

These brands have the same goal of offering a premium sweet indulgence, but go about it in different ways to help them stand out in a competitive market.



Competitor - Talenti

Strengths:

- \$5.50/pint in Target
 - Competitive with ice cream and cheaper than Gelato Boy
- 23 gelato flavors available via website
- Most popular gelato brand - \$203 million in sales in 2022

- <https://www-statista-com.colorado.idm.oclc.org/study/14308/frozen-desserts-in-the-us-statista-dossier/?locale=en>

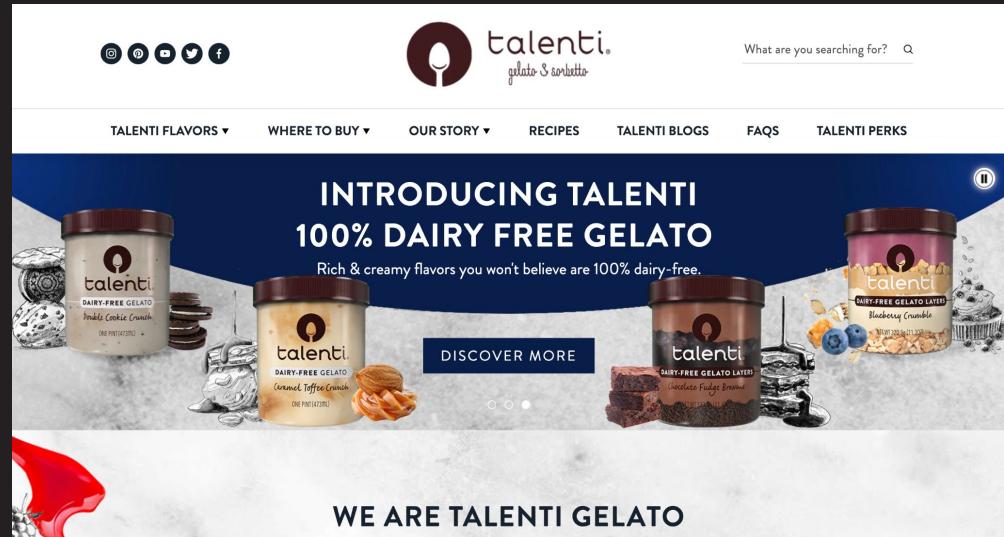
Weaknesses:

- High in sugars ranging from 40-60% of daily allotment
- Seasonal flavors only available for a limited time
 - Seasonal flavors are a top motivator in buying frozen dessert (30%)
- Limited flavors are sold in larger sizes
 - Smaller formats are a top motivator in buying frozen dessert (30%)
 - <https://reports-mintel-com.colorado.idm.oclc.org/display/1101681?fromSearch=%3Ffreetext%3Dgelato%26resultPosition%3D3>



Talenti's Website

- Easy way to view and purchase the different flavors
- Interactive pint quiz
- Recipes for the various flavors
- Easy navigation



Competitor - Ben & Jerry's



Weaknesses:

- Lots of competition
- Brand name has been damaged by social/political controversies that occurred in past
- Growing market of “health-conscious” consumers

Strengths:

- Leading ice cream brand in 2022 sales with \$910 million
- Environmentally friendly packaging
- Strong legacy (Est. 1978)
- Promotional events like “free cone day” create brand loyalty



Ben & Jerry's Website

- Values tab - highlights brand mission and values
- News page that shows recent updates and events
- Rewards program



Competitor - Sweet Cow

Weaknesses:

- Branding and social media
- Lots of competition
- Not available in retail stores
- \$8.50/pint in scoop shops

Strengths:

- Handcrafted on site
- Co-branded flavors
 - Snickers, Bailey's, Girl Scout Cookies
- MooMobile ice cream truck
- Only compostable and recyclable products



SWEET COW

Sweet Cow Website

- Easy and accessible ‘to your door’ delivery
- Gift cards/ merch page
- Tab dedicated to the MooMobile and booking info
- Easy access to all social media



Key Learnings - Talenti



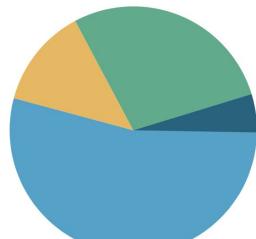
- Preeminent gelato brand in the US, even eclipsing notable ice cream brands
- Sugar content is similar to ice cream's
- Texture is the most common complaint among customer reviews
- Nationwide in major retailers and the price point is competitive with ice cream
- Strong branding that is easily recognizable



Talenti Cont.

Talenti markets themselves as an all natural, healthier alternative to ice cream, but they are significantly less healthy than Gelato Boy

WHAT IS THIS FOOD MADE OF?



- 54% Water
- 5% Protein
- 28% Carbs
- 13% Fat
- 0% Alcohol

Talenti

Nutrition Facts

Serving Size
Whole Recipe (100g)

Calories 240

	% Daily Value *
Total Fat 13g	17%
Saturated Fat 7g	35%
Trans Fat ~g	
Cholesterol 155mg	52%
Sodium 60mg	3%
Total Carbohydrate 28g	9%
Dietary Fiber 0g	0%
Total Sugars 27g	54%
Includes ~g Added Sugars	~%
Protein 5g	10%
Vitamin C 0mg	0%
Vitamin D ~mcg	~%
Iron 0.4mg	2%
Calcium 150mg	12%
Potassium ~mg	~%
Phosphorus ~mg	~%

Gelato Boy

Nutrition Facts

servings per container
Serving size 0.5cup (86 g)

Amount per serving **Calories** 155

	% Daily value*
Total Fat 7g	8.97%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 45mg	15%
Sodium 115mg	5%
Total Carbohydrate 20g	7.27%
Dietary Fiber 1g	3.57%
Sugar 19g	
Added Sugar 15g	30%
Protein 4g	
Calcium 120mg	10%
Iron 0mg	0%
Potassium 161mg	4%
Vitamin D 29mcg	150%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Key Learnings - Sweet Cow

- Sweet Cow leans in on emotion with their scoop shops
 - 77% of US adults agree enjoying indulgent food with others is a great way to spend time
 - 44% of consumers associate “fun experience” with ice cream parlor/shops, compared to a 21% association with retail stores
 - <https://reports-mintel-com.colorado.idm.oclc.org/display/1101681/?fromSearch=%3Ffreetext%3Dgelato%26resultPosition%3D3>
- MooMobile is unique and creates organic buzz and further establishes brand loyalty
- Co-branded flavors are a top motivator for buying frozen dessert



SWEET COW

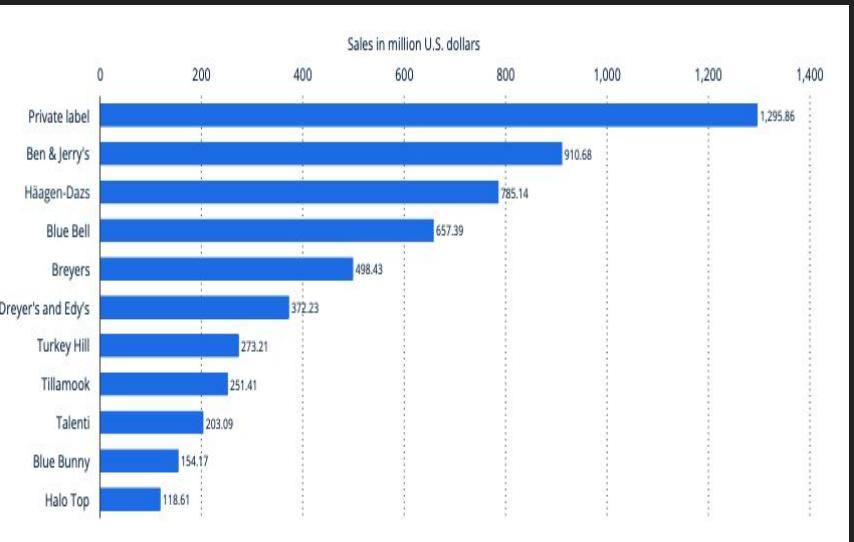
Key Learnings - Ben & Jerry's

- Led all major ice cream brands in US sales in 2022
- Stance on social justice issues and environmental awareness creates brand loyalty
 - 18% say brands with ethical initiatives would motivate them to buy more
- Unique/enticing flavor names relevant to pop culture
 - 62% say that flavor is the #1 attribute when purchasing frozen dessert
- Scoop shops and grocery store availability nationwide



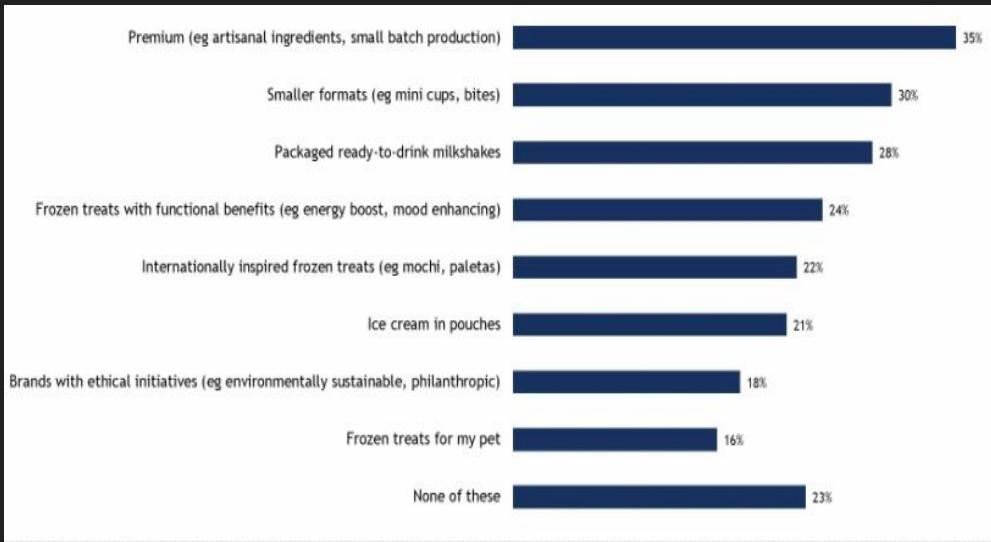
Supporting Graphics

Leading Brands Based on Sales



Ben & Jerry's is the largest non-private label ice cream company in the US

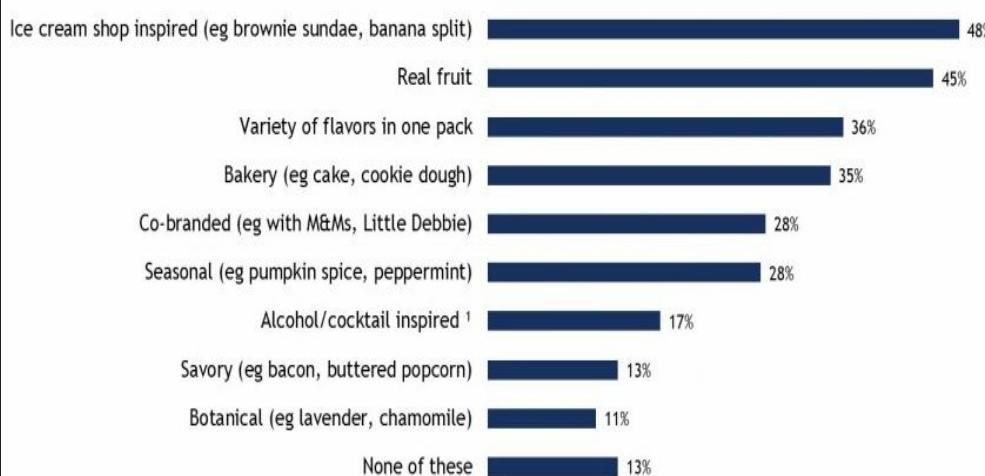
Motivating Purchase - Concepts



Premium is the most popular concept motivating purchases of frozen dessert among consumers

Supporting Graphics Cont.

Motivating Purchase - Flavors



Ice cream shop inspired flavors are the number one flavor related purchase motivating factor for consumers

Purchase Location Associations

	Ice cream parlor/shop	Retail store (eg grocery, convenience store)
	%	%
Good variety	45	58
Good for the whole family	38	45
High quality	47	35
Good for everyday enjoyment	25	45
Fun experience	44	21
Indulgent	39	27
Trusted taste experience	33	32
Good for special occasions (eg birthdays, parties)	37	26
Good for seasonal/limited-time options	24	22
Expensive	34	11
Healthy options	16	28

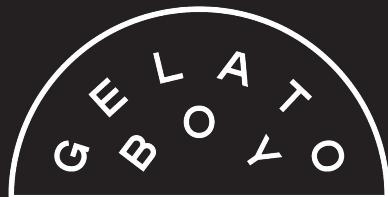
Ice cream shops are associated with fun and indulgence, whereas retail stores are geared towards variety



Takeaways

The most successful competitors of Gelato Boy have done an excellent job establishing brand loyalty by staying true to their values, standing out with branding and other unique features, all while offering an excellent product. Yes, healthy indulgence is a hot trend but consumers will overlook health if the quality and brand loyalty are there.

Gelato Boy should be seen as a simple yet luxurious indulgence, with the brand personality emphasizing the idea of treating oneself to something special.





Benchmark Brands



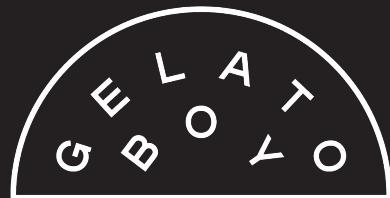
Why We Chose These Benchmark Brands

Polaroid - Timelessness

Burt's Bees - Storytelling and brand loyalty

U.S.A.A. - Customer service

These brands and their “reason why” resonates with America and helps them stand out in their competitive fields. They go above and beyond than what is expected and have done an excellent job establishing trust and building relationships with their consumers, resulting in brand loyalty.





Benchmark - USAA

"We're here when you need us — no matter where you're at in life. Whether you're looking to get free advice or save some money, we've got your six." -USAA website

- USAA is known for its focus on serving members of the military and their families, which creates a strong sense of community and loyalty.
- USAA invests heavily in its customer service training and technology to ensure that members have a seamless and personalized experience.
- The company also has a strong reputation for transparency and honesty, with policies like waiving certain fees and returning excess profits to members.



Benchmark - Polaroid

“We exist to help you see those moments, to pause them, and to relive them in something you can hold in your hand and turn to forever.” -Polaroid

- Keeps their products modern throughout the decades while also never losing the timeless feel of their products and brand as a whole
- Survived two bankruptcies through hard work and through the revival of “Nostalgia marketing”
- Pivoted their advertising to emphasize the functionality of their cameras in unique, creative ways and have been granted awards for their content



Benchmark - Burt's Bees

“When it comes to making products that are good for your skin and kind to the earth, we've never been afraid to do things our way.” - Burt's Bees website

- Products from skincare to lip care, hair care, baby care, and men's grooming products.
- 99.6% Natural Origin average across all products, 100% recyclable packaging, average of 50% recycled material in their packaging.
- Facebook page has created space for consumers to share experiences and interact through polls, quizzes, gifs, behind-the-scenes videos.
- Positively impact consumer's lives by focusing on more than products - seen in their World Earth Month campaign
- Raise Your Burts campaign stars consumers in ads as opposed to models or influencers to generate organic buzz



Key Learnings



U.S.A.A.

- Strong sense of loyalty
- Transparent/honest
- Trusted and respected

brand

Polaroid

- Timeless brand and products
- Use of 'Nostalgia Marketing'
- Hard-working

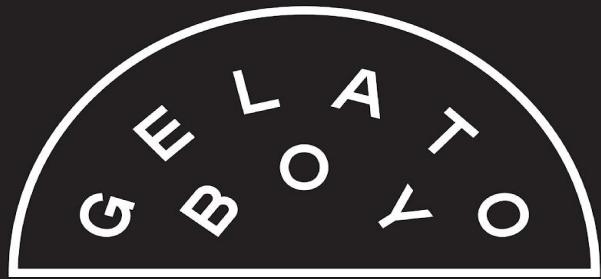
Burt's Bees

- True to their values
- Caring about the Earth
- Interactive Social media



Takeaways

- Gelato Boy has a strong brand personality but has trouble distinguishing itself from competitive brands like Talenti. We can learn a lot from these three benchmark brands to establish a unique image.
- Gelato Boy should embrace being a *premium* product that is more than worth the indulgence. People know that they are eating dessert, but they want it to be worth it via flavor and quality in ingredients. The largest fraction of frozen dessert consumers (35%) agree that the concept of premium would motivate them to purchase more.
- Gelato is already a product that is classic and timeless; we just need to educate the consumer more. Gelato Boy should emphasize its authenticity, given that one of the founders is from Italy. It should focus on traditional Italian recipes and techniques that have been passed down for generations.



SWOT Analysis

Strengths

- ❖ Very strong branding.
- ❖ Strong social media presence.
- ❖ Wide variety of flavors and limited release flavors.
- ❖ Unique story behind the company's founding.
- ❖ Available in grocery stores and scoop shops.

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Weaknesses

- ❖ A lot of competition with already established brands.
- ❖ Lack of brand recognition.
- ❖ More expensive than competitors.
- ❖ Online shipping is expensive.
- ❖ Scoop shops are only in Boulder and Denver.

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Opportunities

- ❖ Start and manage a TikTok account regularly.
- ❖ Engage more with the CU community.
- ❖ Embrace luxurious aspect of the product.
- ❖ Loyalty Program

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Threats

- ❖ Dessert isn't a common indulgence for most people.
- ❖ Strong dessert brands already exist.
- ❖ People are more inclined to eat ice cream rather than gelato.

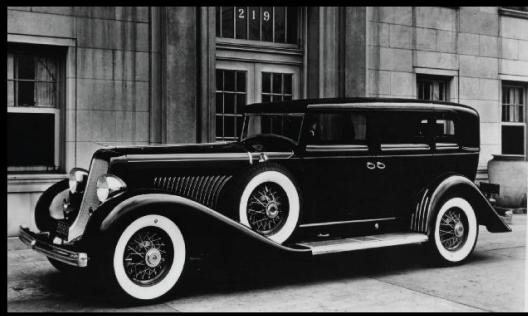
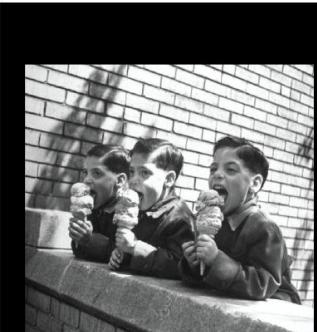
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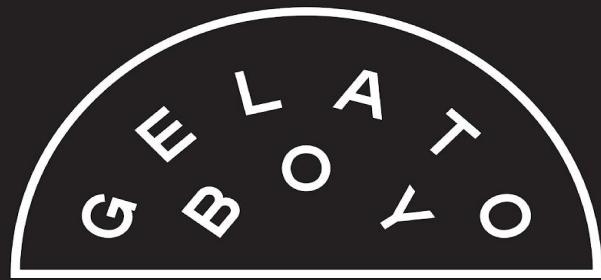
Mood Board





Positioning statement

*You know that you're
eating dessert; you might
as well make it worth it.*

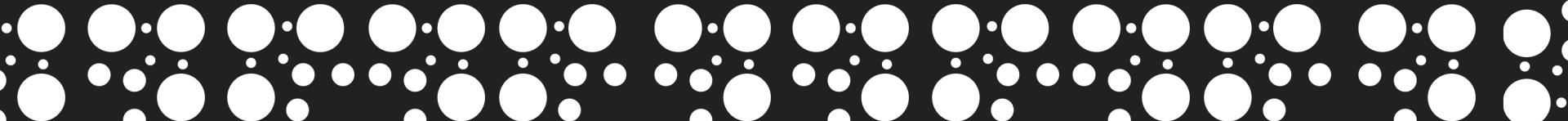


Creative Brief

Facts



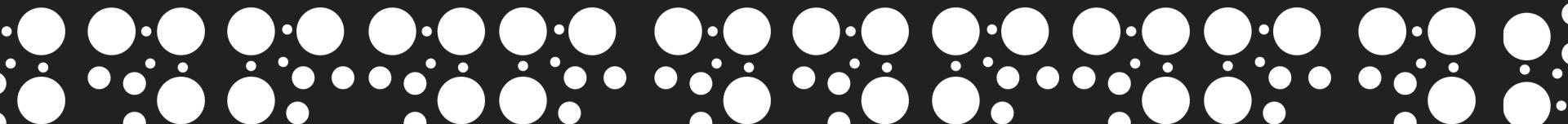
- Lean in on emotion. 77% of US adults agree enjoying indulgent food with others is a great way to spend time.
- 44% of consumers associate “fun experience” with ice cream parlor/shops, compared to a 21% association with retail stores.
- 35% of respondents said the *premium* concept (small batch production, artisanal ingredients etc.) would motivate them to buy more frozen treats from a retail store.





Goal

Embrace the concept of premium and turn Gelato Boy into the leading brand of luxury dessert



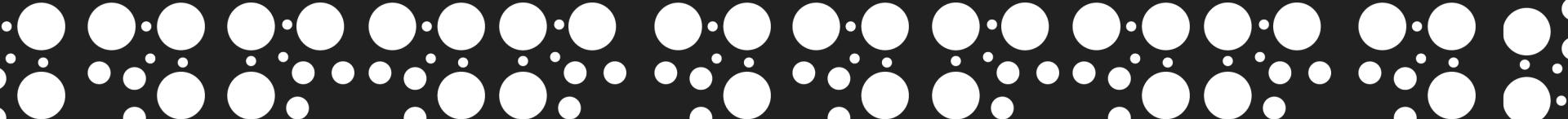


Target Audience

Head of household purchases - typically the mother

Upper-middle class income - willing to splurge for quality

People who treat themselves with sweet treats



Consumer Persona

Lynn is a 45 year old upper-middle class woman who lives near Chautauqua, Boulder. She is a stay-at-home mom, and her husband makes \$250,000 annually as an attorney.

Her two children are 6 and 10 years old attending Boulder Country Day School.

Lynn is health-conscious in her diet and her children's, however she enjoys dessert about 3 times per week. Lynn does not have a problem spending more for indulgence in exchange for higher quality.

She typically gets ice cream for her children, but has been looking for healthier alternatives that her children will enjoy.

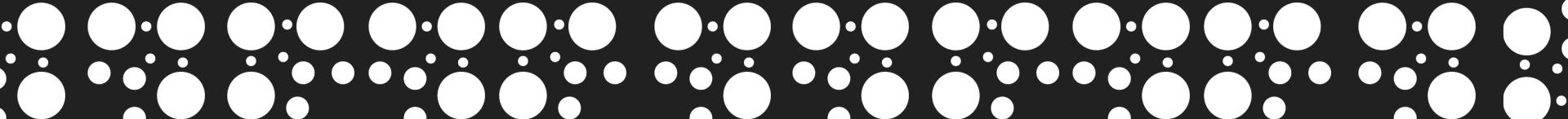




Main idea

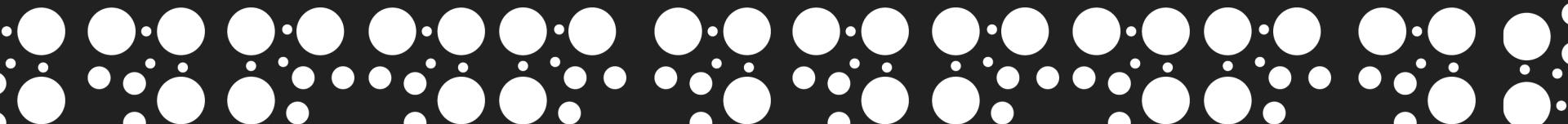
Gelato is just as tasty as ice cream and can be a healthier alternative - Gelato Boy is the premium brand in the category.

Our gelato is the ultimate indulgence, made with all natural ingredients.



Personality/Style

- Luxurious
- Classy
- Traditional
- Authentic



Why this is a good idea

- We believe the best way to appeal to our target audience is to depict the product as high quality to reassure them on the indulgence. Many people can look past the healthiness of a product, as long as there's flavor, quality, and authenticity.



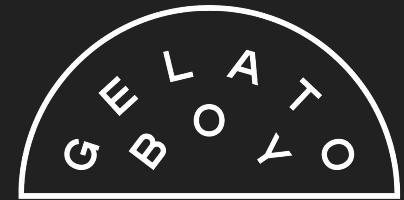
We want Gelato Boy to be a status symbol of dessert - similar to designer clothing brands.

PR Activations

- **Gelato making events**
 - Host events for customers to make their own gelato
- **Social Media Sampling**
 - Sample gelato at grocery stores and in-shop, post content on social media, customers reactions
- **CU Boulder pop-ups**
 - Partner with Greek Life or any campus event to promote product
- **Partnership with local business'**
 - Reach out to businesses throughout Boulder who would be a good fit ex: Snag, Insomnia Cookies.



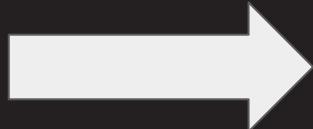
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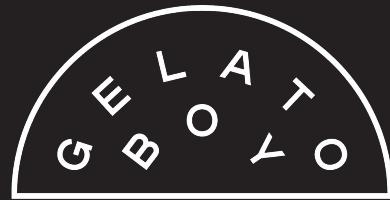


Next Steps

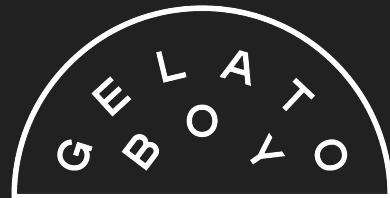
Feedback
on strategic
direction



Decision on moving
forward with JJCC



Thank you for your time!



Sources

<https://www-statista-com.colorado.idm.oclc.org/study/14308/frozen-desserts-in-the-us-statista-dossier/?locale=en>

<https://reports-mintel-com.colorado.idm.oclc.org/display/1101681/?fromSearch=%3Ffreetext%3Dgelato%26resultPosition%3D3>