

CREAMIES REPORT

2024

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CREAMIES MISSION

“THE HAPPIEST ICE CREAM”

Creamies specializes in crafting high-quality, delicious ice cream bars with over 70 years of experience. Known for their creamy texture and rich flavor, these ice cream bars are made with real ingredients and offer a healthier option with only 105-169 calories. For those seeking frozen yogurt, Creamies provides options that taste just like ice cream. With 11 gluten-free varieties, the company is dedicated to delivering the best frozen treats, ensuring there's something for everyone to enjoy.

EXECUTIVE SUMMARY

Purpose and Background:

The purpose of this project was to enhance Creamies' social media presence and increase its brand awareness, focusing on connecting with younger audiences while maintaining its loyal fan base. Creamies, a beloved ice cream brand rooted in Utah, has a rich history of offering a nostalgic, family-friendly product. However, the brand faces challenges in expanding its reach due to limited store availability and a fan base that is less active on social media. As the brand seeks to grow, it must adapt its marketing efforts to attract new customers, especially within the 18-35 age group, while preserving its existing loyal following.

Recommendations and Impact:

Our team recommended several strategies to improve Creamies' social media presence and brand recognition:

- 1.Improved Social Media Strategy: We suggested creating a starter kit for future interns to effectively manage Creamies' social media accounts. This includes guidelines on content creation, influencer collaboration, and engagement strategies.
- 2.Incorporating Influencers: Based on our research, we recommend that Creamies partner more actively with influencers to expand reach and improve engagement, particularly on Instagram and TikTok. Influencers are a powerful tool for increasing views and brand visibility.
- 3.Rebranding Packaging: The current packaging does not effectively communicate Creamies' health-conscious image. We propose updating the box format to highlight the product's lower sugar content and natural ingredients, positioning it as a healthier alternative.

Conclusions and Activities Completed:

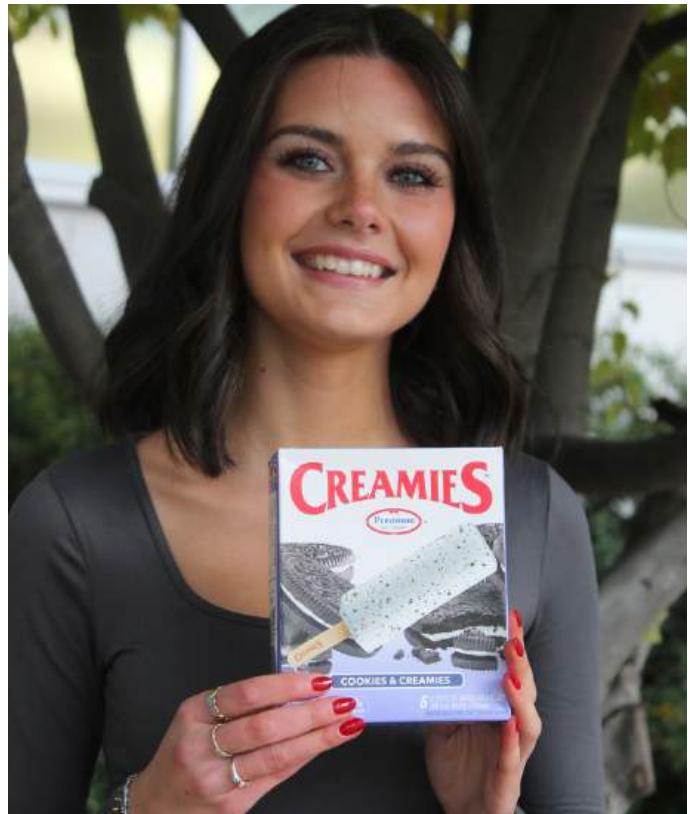
Throughout the project, we analyzed Creamies' current position in the market and examined its social media performance. We identified a need for consistent posting and more engaging content on platforms like Instagram. The activities completed included market research on influencer impact, reviewing competitors' branding, and analyzing consumer preferences. Additionally, we worked on developing a skeleton social media starter kit for future interns and explored ways to increase user-generated content.

Supporting Information:

The tools created for this project, including the starter kit and influencer collaboration strategies, provide a clear roadmap for future campaigns. Research showed that brands with a strong, consistent social media presence see higher engagement and visibility. By adopting these recommendations, Creamies can build a deeper connection with its target audience, drive brand awareness, and enhance its market presence.

SITUATION ANALYSIS

Creamies is a much-loved ice cream brand with deep roots and a strong sense of nostalgia among its fans. Known for its rich, creamy taste and being a more affordable, lower-sugar option than most other ice cream bars, Creamies has earned a loyal following that associates it with happy memories and family fun. However, Creamies faces some unique challenges in expanding its reach. Its availability is limited to select stores in a few states, and much of its loyal fan base is older and less active on social media, making it harder to connect with new audiences online. This situation analysis will look at the brand's strengths, challenges, and opportunities as it works to grow its reach while keeping its loyal fans at heart.



STARTING FOLLOWERS



Instagram

6,2__



Facebook

13,888

CURRENT BRANDING



Creamies is a vibrant, family-friendly ice cream brand rooted in Utah, radiating happiness and nostalgia with every bite.

Known for its bright, cheerful branding, Creamies emphasizes fun and togetherness, creating treats that appeal to all ages. Their brand identity celebrates joy and simplicity, making it a beloved choice for families looking to indulge in high-quality, real-ingredient ice cream that everyone can enjoy.

Creamies' playful and inviting branding reflects their mission: to bring people together with delicious, wholesome treats that spark smiles and sweet memories



- Creamies has a loyal fan base that associates the brand with nostalgia and positive memories.
- Creamies bars are a lower-cost, lower-sugar alternative to many other ice cream bars.
- The brand's appeal is strong among families and longtime fans, many of whom grew up with Creamies and have a strong emotional attachment to the brand

STRENGTHS



- Audiences show low interest in following food brands on social media.
- The target audience engagement is limited and has remained steady.
- There are currently no dairy-free or vegan product options available.

WEAKNESSES



- Creating buzz with special seasonal or limited-time flavors would excite existing customers and draw in new ones.
- Creamies could be marketed as a better-for-you ice cream bar that's worth your money.
- Creamies can extend its reach beyond the few states where it is currently available, entering new regional and national markets to attract a wider audience.

OPPORTUNITIES



- Audiences show low interest in following food brands on social media.
- The target audience engagement is limited and has remained steady.
- There are currently no dairy-free or vegan product options available.

THREATS

PROCESSES, TOOLS, AND METHODS



**MICROSOFT
EXCEL**

Market Research



CANVA

Photo Editing



**INSTAGRAM
REEL EDITOR**

Reel Editing

PHOTO AND VIDEO CREATION

Photos were taking using either iPhone, or a Cannon T6. Photos were mainly touched up and edited on the Canva photo editing software, which yielded excellent results. In total, 257 photos were taken, each carefully shot to showcase the essence of what we aimed to create. All of them will be shared through Google Photos, making it easy to access and use whenever needed. Reels were likewise either filmed on the Cannon T6 or on the phones of the team members. They were edited using the instagram reel editing feature on the app. View totals for all reels produced, as well as follower count were tracked using an Excel Spreadsheet .

RESEARCH

Extensive research on the Novelty Ice Cream Market in the Phoenix, Arizona area was performed to gain insight into potential branding strategies. Data for this research was extracted specifically from the online product catalog of Fry's Food stores in Phoenix, AZ. This Catalog is found at frysfood.com. 67 different ice cream bar products from the website were used, and most of these 67 products had multiple flavor options, amounting to 80-100 different products included in the study. The data recorded for each product included brand, product type, count, price, and price/fl. Oz. These were entered into a Microsoft Excel spreadsheet (see Figure 2) and sorted in different ways to organize data. An Excel Spreadsheet was also used to track Instagram following and viewership manually

See appendix for full spreadsheets of market data and Instagram Metrics



RESEARCH FINDINGS



The project findings revealed that Creamies is highly valued by its target audience, particularly for its natural ingredients, lower sugar content, and affordable price. The brand resonates strongly with families and health-conscious individuals who prioritize wholesome, guilt-free treats. However, the analysis also identified that younger health-conscious consumers (aged 18-35) are increasingly seeking options that cater to evolving dietary preferences, such as dairy-free, plant-based, gluten-free, or low-carb alternatives. This demographic is more concerned with the ingredients in their food and how it aligns with their overall lifestyle, including ethical and environmental considerations.

Moreover, while Creamies performs well in terms of price and ingredient transparency, many consumers are not fully aware of the brand's unique selling points compared to competitors, which may hinder further market expansion. The brand's traditional image, while a strength, may be limiting its appeal to the younger, more trend-driven market. Consumers also showed a preference for new and innovative flavor offerings that align with current food trends, such as exotic fruits, superfoods, or limited-edition flavors, which could help attract attention and boost excitement around the brand

GIVEAWAYS



5,190

Total Views

618

Total Interactions

2

Total Giveaway
Projects

We set out with a goal to execute at least one giveaway that would help Creamies increase its Instagram followers and foster greater interaction with our existing audience. For October, we planned a fall-themed giveaway, offering a month's supply of Creamies alongside seasonal items like apple cider, a cozy blanket, and a fall-themed mug. We thoughtfully selected these items with our target market in mind, aiming to include universally appealing items that would resonate with followers of any age or gender.

When creating content to promote this giveaway, we focused on visually showcasing each item in an aesthetically pleasing way and paired the reel with a trending audio track to increase appeal. Throughout the month, we shared additional posts and reminders about the giveaway to encourage our followers to participate and spread the word. To enter, viewers were required to like the reel, tag a friend in the comments, and follow Creamies' account. Although the reel received 1,667 views and reached a new audience (66.8% of viewers were not Creamies followers), it resulted in only 8 new followers, falling short of our expectations.

In late November, we ran another giveaway featuring a family movie night basket. It included a gift card for a streaming service, popcorn, candy, a cozy blanket, and other fun items. The post generated great excitement, receiving 2,182 views and even more engagement than our previous giveaway. Followers loved the prize, and the response was very positive. However, we faced the same challenge as before: while engagement was strong, the giveaway did not bring in many new followers, highlighting an area we need to improve in future campaigns.

To improve engagement for our upcoming giveaways, we're considering a new approach. We think requiring entrants to repost the giveaway reel to their Instagram stories could help broaden the giveaway's reach, potentially leading to more followers and engagement. For our December giveaway, we're also trying something new: partnering with an Arizona-based influencer to strategically target and expand our audience in that area. This giveaway will feature products with a Christmas/winter theme, aligning with the season and creating a cozy, festive experience.

Our most recent giveaway that was collaboration with an influencer had a lot of success. It got 3,400 views. It was a great experiment to work with an influencer on this project, and we recommend continuing this process in the future.

GIVEAWAY RECOMMENDATIONS

Plan the Giveaway Items Early

Planning and gathering the giveaway items well in advance is key to a smooth process. Deciding on the items, purchasing them, and allowing time for potential shipping delays or issues (like broken or substituted items) will prevent last-minute problems. Ordering from sites like Target, Walmart, or Amazon typically requires a few days for delivery, so allowing this buffer period helps ensure everything arrives on time and in good condition.

Tease the Giveaway Before the Launch

Building anticipation before the giveaway launches can capture attention early on. Teasing the giveaway through hints or sneak peeks generates early excitement, keeps followers intrigued, and maximizes engagement even before the official announcement.

Take High-Quality Photos and Videos

Quality visuals are essential for an effective giveaway. Photos and videos showcasing the products in good lighting, from multiple angles, make the items look desirable and can excite followers and potential followers. Well-executed visuals draw attention and increase the overall appeal of the giveaway.

Set Entry Requirements: Like, Follow, Tag, and Share

For maximum reach, require participants to like the post, follow the account, tag friends, and share the giveaway on their stories or feeds. This type of engagement boosts visibility, spreads awareness of the giveaway, and ideally attracts new followers to the account, amplifying Creamies' brand presence.

We focused on seasonal giveaways because this timing aligned well with our team's work for Creamies. However, future interns or employees could consider different types of giveaways, such as celebrating Creamies' founding anniversary, reaching follower milestones, personal events like weddings, relevant national days (such as National Ice Cream Day), or even spontaneous "just because" giveaways to keep followers engaged and excited.

INFLUENCER COLLABORATION



KRYSTAL WHITE

One of our team members had a personal connection with a micro-influencer from her hometown of Tucson, Arizona. Knowing this influencer would have an engaged following in our target market, we decided to reach out to her to discuss a possible collaboration that would benefit both our social media platforms. Fortunately, her pricing fit within our budget, and as a team, we agreed to move forward.

For our team, the idea of collaborating with social media influencers was particularly appealing as we focused on growing Creamies' following in targeted regions, specifically Utah, Arizona, Colorado, and California. At first, this felt like a big challenge because none of us had experience reaching out to influencers in a way that felt both professional and approachable. To get started, we did some research on effective outreach methods and crafted a message that highlighted our brand's story, values, and the unique benefits of a potential partnership.

AZ Based

**28.8K
Followers**

We were thrilled when a micro-influencer from Gilbert, Arizona reached out to us with an interest in promoting Creamies to her community of moms in the Valley. Her account has a strong following of engaged moms who regularly look to her for family-oriented tips, product recommendations, and relatable content. This opportunity felt like a perfect match for Creamies, as it allowed us to reach a key demographic in a targeted region where our brand could really resonate.

Excited to see how she would feature Creamies in her content, we promptly arranged to send her some of our products. We were eager not only to have our brand showcased on her page but also to see the unique, authentic way she would integrate Creamies into her posts and stories. Her experience in connecting with other moms in the area added a layer of authenticity that we hoped would make a real impact.

We looked forward to seeing her creative approach and how her followers would respond to her recommendations. Working with a trusted influencer in this community gave us confidence that our products would be introduced in a warm, personal way, helping us to build brand recognition and gain new followers among a highly engaged audience.

She created an engaging Instagram story that showcased the product and merchandise we sent her in a creative and fun way. While the story didn't result in an increase in our follower count, it was still a valuable opportunity to share our brand with her audience. Since this wasn't a paid collaboration, it allowed us to explore influencer engagement with minimal investment, providing useful insights for future partnerships.

We were also approached by another influencer from Scottsdale, Arizona, who was interested in collaborating with us. Her profile had the right mix of aesthetic appeal and engagement, and her audience seemed like a perfect fit for the Creamies brand. Unfortunately, after reviewing our remaining budget, we realized that her collaboration fees were beyond our current spending limits, especially after factoring in expenses from our recent giveaways and other influencer partnerships.

This wasn't an isolated case; a few other influencers we reached out to were also outside our budget range. While it was disappointing, we still see these influencers as valuable potential partners for Creamies. Their follower demographics and content styles align well with our brand, and they could bring exceptional visibility and engagement to our account in the future.

To make the process easier for future interns or employees, we've created a list of these influencers and included details on their audiences, engagement styles, and why we think they'd be a great fit for Creamies. This way, once the budget allows, future teams can pick up where we left off and reach out to these influencers for impactful partnerships. Collaborations with these influencers could provide a big boost to Creamies' social media presence and help connect with new followers in our target regions.

- @mrs.lilymonroe (Arizona)
- @coloradokidadventures (Colorado)
- @brookegrahamhackett (Colorado)
- @littleradadventure (Utah)

PROJECT DELIVERABLES





DELIVERABLE 1: INCREASE SOCIAL MEDIA FOLLOWING BY 5%

During the course of this project, we quickly realized that people are often hesitant to follow food-related accounts on Instagram, which presented a challenge for our strategy. As a result, we were unable to achieve the 5% growth in followers that we had originally set as our goal. However, this experience provided valuable insights, and we brainstormed several creative ideas that could help future interns navigate this challenge. These ideas focus on diversifying content and exploring alternative ways to engage our audience, ensuring that the account remains interesting and relevant without relying solely on food-related posts.



DELIVERABLE 2: MOCK-UP SWAG

We aim to create merchandise that not only serves a practical purpose but also reflects the Creamies' vision. We carefully selected pieces that we would love to wear ourselves and designed them to appeal to a wide range of customers.

Our goal with this merchandise is to go beyond functionality and truly embody the Creamies brand vision. Each item has been thoughtfully curated and designed with care, ensuring it resonates with the brand's values of quality, fun, and authenticity. We chose pieces that we genuinely enjoy and believe others will too, creating items that appeal to a diverse audience while staying true to Creamies' identity.





DELIVERABLE 3: RETAIL MARKET SHARE ANALYSIS

In addition to creating social media content and swag for the company, team members were tasked with analyzing the share of the retail store market in areas of planned expansion. As Creamies is currently looking to expand its presence in Arizona and Colorado, interns researched existing public data on the retail market distribution in those areas. Data was gathered from research done by the Chain Store Guide, a public retail and food service intelligence provider.

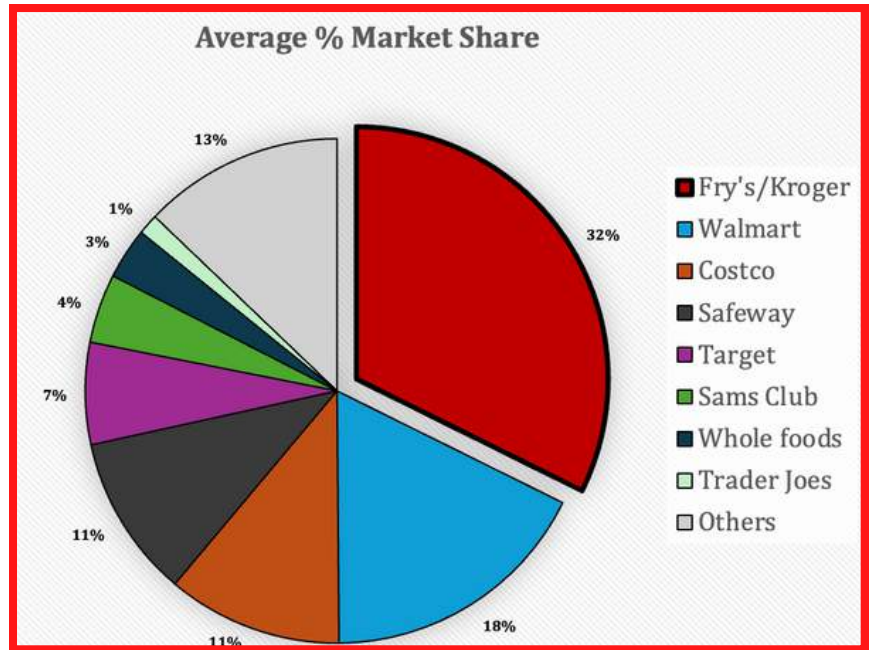
Researchers organized all retailers that had a significant market share in both the Phoenix, Arizona area (PHX) and the Denver, Colorado area (DEN). The averages between the percentages of market share that all of these retailers had in either city were taken and entered into a pie chart that displayed the general retail market of the two areas.

See appendix for full data tables and sources

RETAIL MARKET SHARE RESULTS

The data showed that the leading retail market in both areas was Fry's Foods (operating under the name of Kroger in some areas). On average, it controlled 32% of the retail market share, which is over ten percentage points more than retail giants Walmart and Costco.

The implication of this research was that as Creamies further penetrated the ice cream market in Arizona and Colorado, Fry's grocery stores should continue to be their focal point. Creamies should also consider further efforts to make their way into more Costco stores, as Costco holds 11% market share on average.



MARKET DOMINANCE OF FRY'S FOODS

28.3%

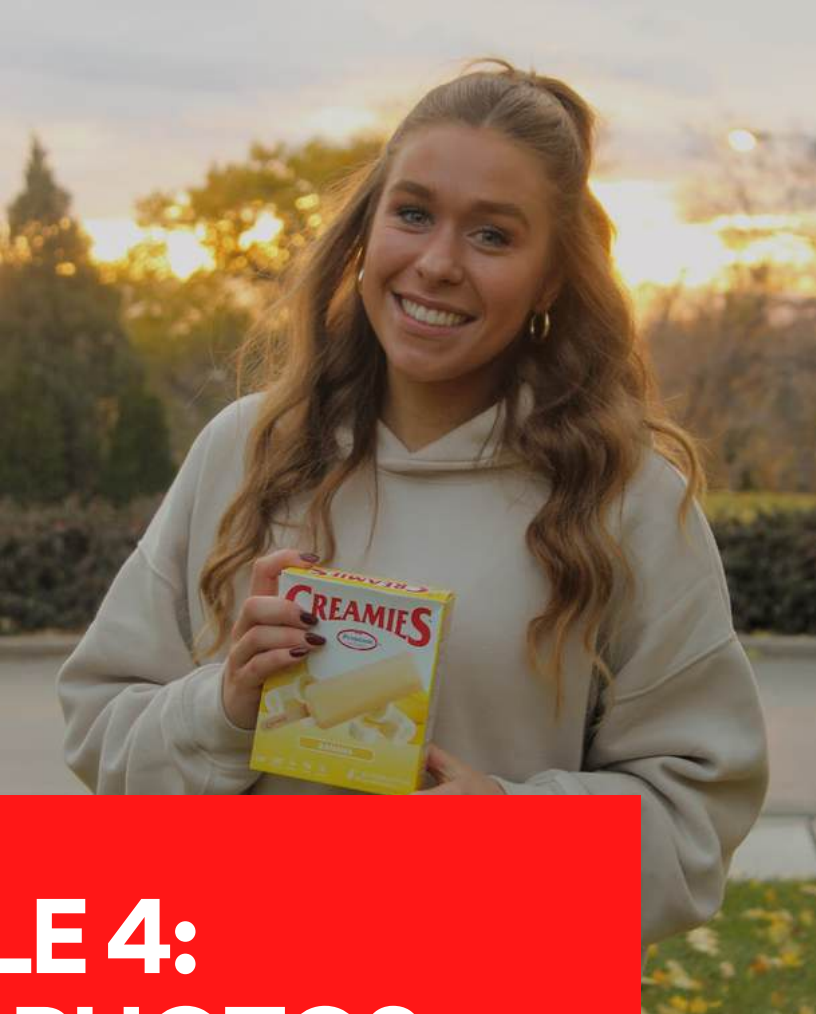
Retail market share in the **Denver** area

36.%

Retail market share in the **Phoenix** area

32.3%

Average market share i



**DELIVERABLE 4:
250 EDITED PHOTOS**





Throughout the project, we took and edited 250 photos, capturing a variety of creative setups with props and models. The process was both productive and genuinely enjoyable for our team, allowing us to experiment with ideas and bring our vision to life in a fun and engaging way.



DELIVERABLE 5: CREATE 30 REELS TO BE POSTED ON INSTAGRAM

Throughout the project, we created over 30 Instagram reels, focusing on tapping into popular trends to maximize engagement. By recreating trending content, we achieved notable success, with these reels outperforming other types of videos we posted. To enhance visibility, we strategically incorporated hashtags and trending audio, which further boosted the reach and performance of our content. This approach proved effective in connecting with our audience and driving engagement.

We have a Google Photos Album with our left over reels that will be shared.

MULTIPLE SOLUTIONS



MULTIPLE SOLUTIONS



Solution 1: Aggressive Social Media Plan

As we started on this project, we were uncertain of how we wanted to curate our social media presence. As a direct consequence of this, we weren't able to curate cohesive content out as quickly as we would have liked. We feel that if we would have found our footing quicker, we might've been able to not only produce more content but spend more time collaborating with influencers.

To help create a more aggressive and effective social media with the fast turn around of a new OCI group every semester, we suggest giving them a starter kit on how to run an account effectively. We have curated a skeleton of a starter kit that we would find helpful. It includes everything from the decisions you need to make as a group before you post anything to how to effectively reach out to an influencer.

We believe that this will help following internship groups build more effectively off of our progress.

MULTIPLE SOLUTIONS



Solution 2: Rebrand

As a group, we were shocked to hear how healthy Creamies actually were. We decided to analysis why different ice cream popsicle brands seemed healthier than Creamies. As we looked through the ice cream aisle at the store we started to notice that the “healthier” ice creams and distinctly different branding choices. They usually are brightly colored and have highlighted nutrional facts.

We believe that if you rebrand your boxes that they will be more widely accepted as a healthier alternative.

MULTIPLE SOLUTIONS



Solution 3: Influncers

At the beginning of the semester, we were asked to try and incorporate an influencer into our social media plan to increase our following. We started this process by doing market research to see how influencers affected other Instagram platforms. We realized that in the social media market, Creamies is in, influencers greatly impact views and follower ratios.

We believe if you incorporate influencers more into your social media campaign, you will see an increase of views, following and subsequent brand awareness. 32

A person wearing a white lace-trimmed cardigan over a dark top is holding a box of Creamies Premium Ice Cream. The box is white with red and brown accents, featuring the brand name 'CREAMIES' in large red letters and 'Premium Ice Cream' in a smaller font. An image of a chocolate ice cream bar is on the box, and the word 'CHOCOLATE' is printed at the bottom. A large red banner with the word 'CONCLUSIONS' in white capital letters is overlaid on the bottom half of the image.

CONCLUSIONS

- 1. CREAMIES NEEDS GREATER BRAND AWARENESS AND RELEVANCE**
- 2. THE CURRENT PACKAGING, ESPECIALLY THE BOX FORMAT, NEEDS TO BE UPDATED**
- 3. CONSISTENT POSTING ON SOCIAL MEDIA IS ESSENTIAL FOR BOOSTING BRAND RELEVANCE**

CREAMIES NEEDS GREATER BRAND AWARENESS AND RELEVANCE



SOLUTION: COLLABORATE WITH INFLUENCERS AND BRANDS

Creamies needs to increase brand awareness and relevance, especially among younger, health-conscious consumers. While the product is loved by its core audience, it hasn't gained significant traction with consumers aged 18-35 who prioritize health and wellness. To bridge this gap, Creamies should collaborate with influencers in the health, wellness, family, and eco-friendly spaces. These partnerships can help highlight the brand's unique selling points—natural ingredients and lower sugar content—in an engaging and relatable way. Health and fitness influencers can emphasize the brand's healthy aspects, while family influencers can position Creamies as a healthier option for kids. Additionally, eco-conscious influencers can showcase the brand's sustainability efforts. By leveraging influencer marketing, Creamies can increase visibility, connect with a broader audience, and become the go-to choice for health-conscious consumers seeking a tasty yet nutritious treat.

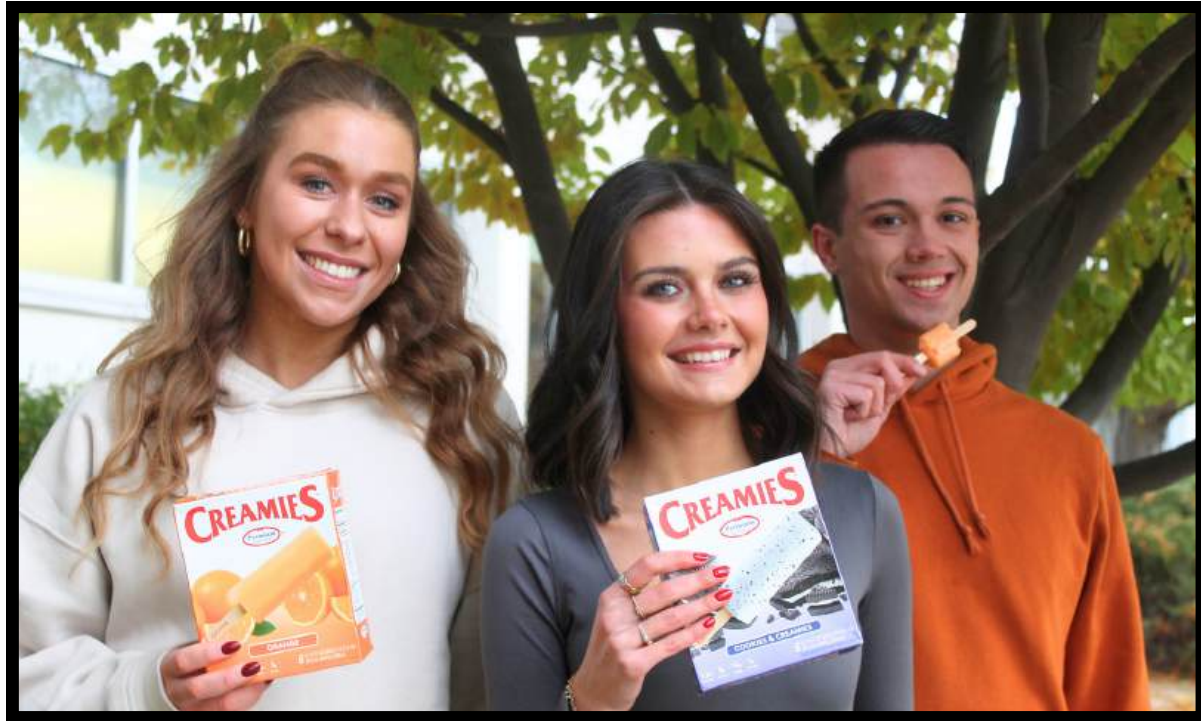
THE CURRENT BOX FORMAT NEEDS TO BE UPDATED



SOLUTION: NEW BOX DESIGNS

Creamies' current packaging, especially the box format, needs an update to better highlight the product's health-conscious attributes. The existing design doesn't effectively communicate the lower sugar content and use of real ingredients, which could differentiate Creamies from other brands. A redesign with clear, bold labeling or color coding to emphasize these nutritional benefits—such as "lower sugar" or "made with real ingredients"—would help health-conscious consumers quickly identify it as a healthier choice. Incorporating simple icons or badges like "No Artificial Colors" could further attract shoppers seeking better-for-you options. This packaging update would make Creamies stand out as a modern, healthier alternative in a competitive ice cream market.

CONSISTENT POSTING ON SOCIAL MEDIA IS ESSENTIAL



SOLUTION: ORGANIZED MEDIA PLAN

The project revealed that brands with a strong and consistent presence on social media platforms tend to generate significantly more engagement, which boosts both visibility and audience interaction. For Creamies, establishing a regular posting schedule across multiple platforms is crucial in building a deeper connection with its target audience. By being consistent and active on platforms such as Instagram, TikTok, and Facebook, Creamies can promote its products more effectively, especially with health-conscious consumers who frequently turn to these platforms for inspiration and information.

A social media plan should focus on a variety of content types that engage and educate the audience. Instagram can be used to showcase vibrant, mouth-watering images and videos of the products, emphasizing their natural ingredients and lower sugar content. Engaging visuals such as infographics or carousel posts could be used to highlight the health benefits, and posts featuring user-generated content can be shared to build community trust. Instagram Stories and Reels could also be utilized for quick, fun, and interactive content, such as recipe ideas or showcasing behind-the-scenes footage of Creamies production.

On TikTok, where younger, trend-driven audiences are particularly active, the brand could participate in viral challenges, share fun and relatable videos of Creamies as the go-to healthy snack, or collaborate with fitness influencers and health-focused creators to present Creamies as a guilt-free treat for busy people on-the-go. TikTok is a great platform for engaging with users in a more informal, fun, and creative manner.



Facebook could serve as a platform for connecting with families and older consumers, where longer-form content such as educational videos or articles on the benefits of lower-sugar and all-natural ingredients can be shared. Additionally, Facebook Groups focused on health, wellness, or parenting could be leveraged to initiate discussions around healthier dessert options and build a loyal customer base.

By adopting a tailored approach to each platform, Creamies can increase brand visibility, engage with health-conscious consumers, and solidify its position as the modern, relevant ice cream brand that cares about both taste and nutrition. Integrating user-generated content, creative content, and influencer collaborations will further help Creamies resonate with its audience and foster long-term brand loyalty. Regular posting and engaging with followers will help maintain momentum and keep the brand top-of-mind in a competitive market.



EXPANDING THE SCOPE OF BRANDING

A potential method for this company to grow in the novelty ice cream market would be to **market the Creamies Brand as a better-for-you dessert option**, and to **increase desirability through boasting their low prices**

MARKET ANALYSIS

- * One team member was tasked with analyzing the Novelty Ice Cream market in the Phoenix Arizona area, which Creamies is currently focusing on. The goal was to visualize and understand how Creamies measures up against their more prominent competitors in those areas. Notable competitors this study specifically focused on were Drumstick, Outshine, and Haägen-Dazs, the 3 top ice cream brands of the Nestlé company.

Research Method

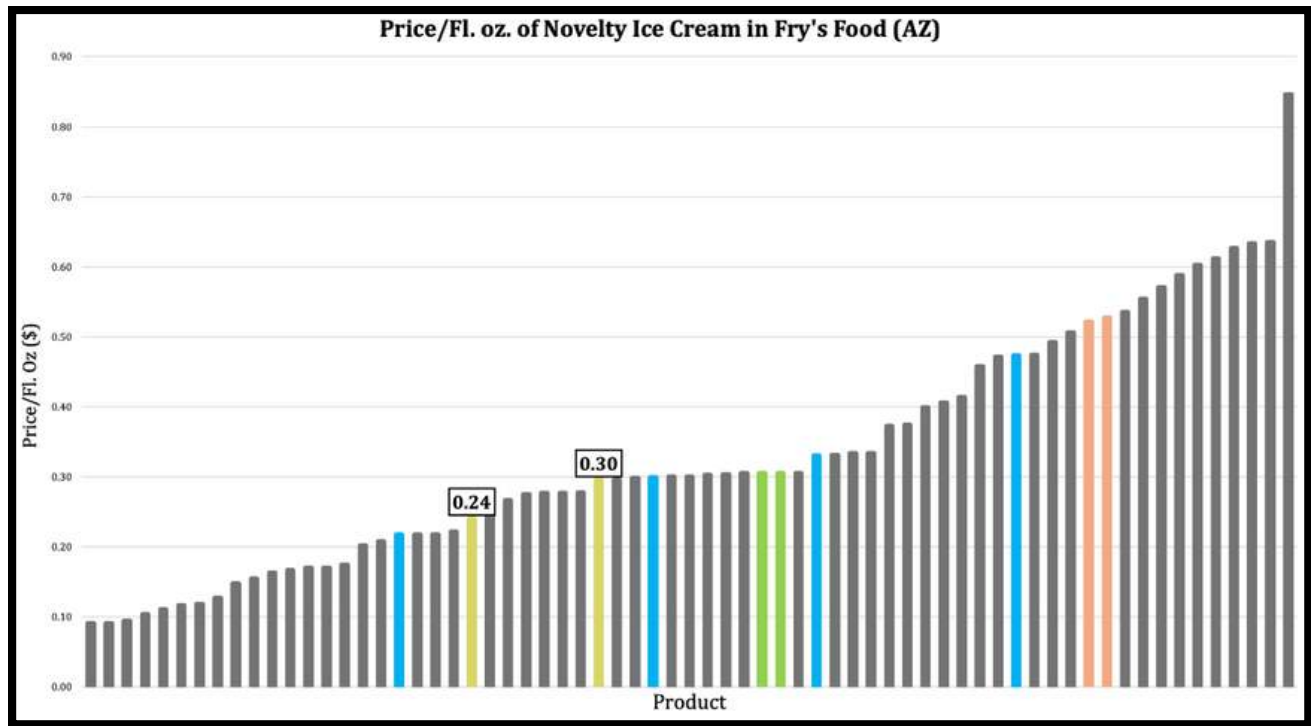
Data for this research was extracted specifically from the online product catalog of Fry's Food stores in Phoenix, AZ. 67 different ice cream bar products from the website were used, and the data recorded included brand, product type, count, price, and price/fl. Oz. It is important to note that most of these 67 products had multiple flavor options, amounting to 80-100 different products included in the study.

See Processes, Tools, and Methods (p. __)

PRICE

To validate Creamies' status as a budget brand, products were sorted from highest to lowest price/fl. Oz. and places in a column chart shown below. For this and other graphics, all bars colored in yellow represent Creamies products. Green bars represent Outshine bars, blue bars represent Nestlé Drumsticks and salmon-colored bars indicate Haägen-Dazs ice cream bars. The grey bars represent ice cream products from all other brands.

It is also important to note that only novelty ice cream products (cones, bars, sandwiches, etc.) were included in this study. Any ice cream sold in a tub or carton was not analyzed.



PRICE COMPETITIVENESS

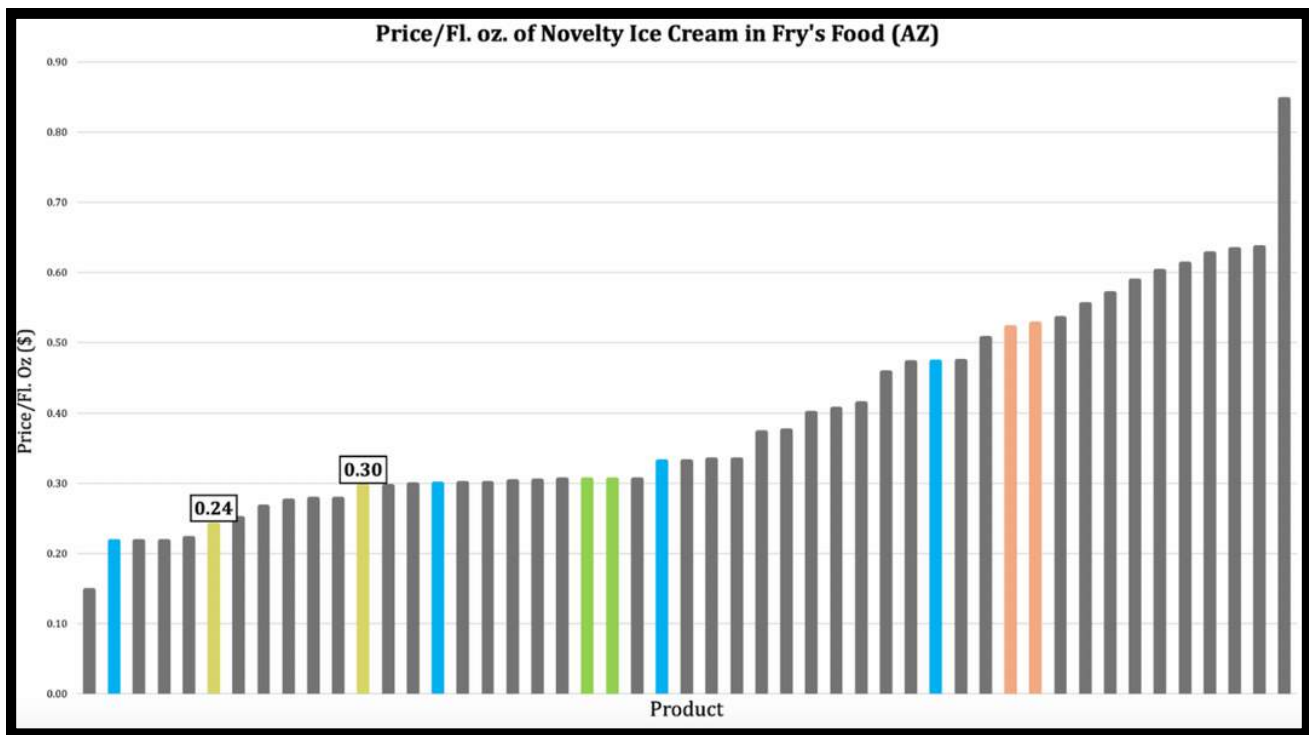
We can see in this data, Creamies' pricing falls below the median of other ice cream bars on an ounce-for-ounce basis. With the exception of the 8-Count Drumstick ice cream treats, Creamies products were generally just as cheap or cheaper than their Netslé competitors. Their price-per-fluid-ounce totaled at \$.30 and \$.24 for the 6-count and 24-count Cremies boxes, respectively. While this chart doesn't appear significant, it's important to note that Kroger's (Fry's in-store brand, represented in light-gray) products were included in the study, as were cheap, low-quality ice pops from brands such as Otter Pops and Budget Savers. If the above chart is narrowed to include only ice cream products from name brands, it appears as the following graph

.24¢/Fl. Oz

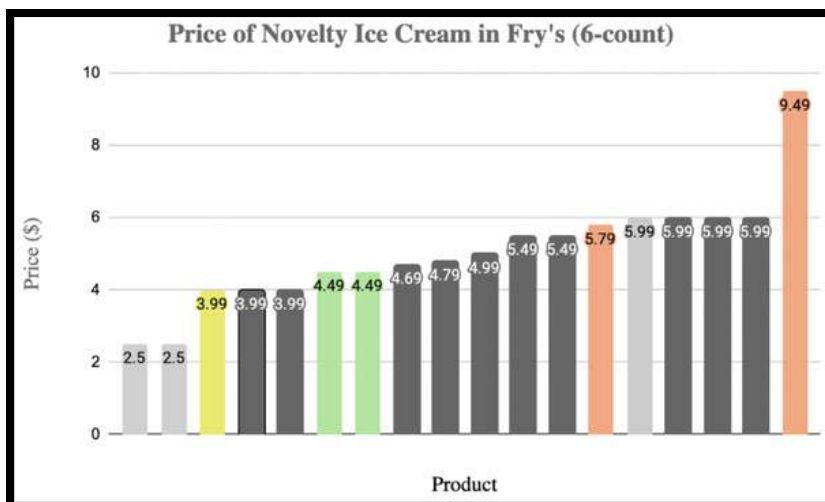
24-Count Creamies Box

.30¢/Fl. Oz

6-Count Creamies Box



According to this graph, it is clear that Creamies sits at or near the bottom of the ice cream bar price range, with the Creamies 6- and 24-pack in ties for the 7th and 3rd lowest novelty ice cream prices, respectively. Further analysis of this data shows that while creamies are a significantly cheaper ice cream option on a per-ounce basis, they are even more affordable on a per-bar basis. The data selected for the market research included 18 6-count ice cream products, which were segmented out of the total sample and organized by total price. The results are shown below. All colors represent the same brands, with the addition of light gray, which represents Kroger, or Fry's, store brand products

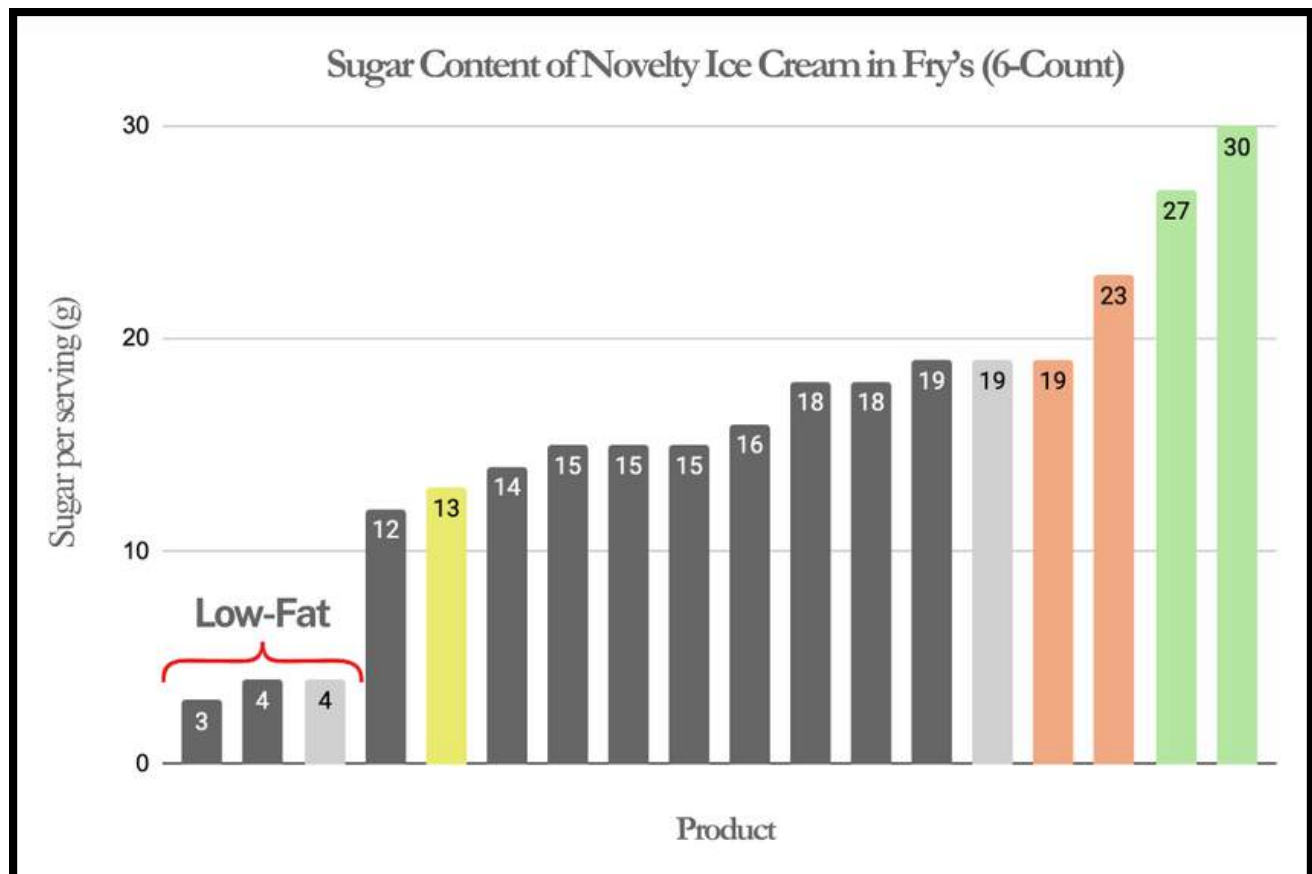


Creamies is a significantly cheaper ice cream option on a per-ounce basis, and it is even cheaper on a per-bar basis.

Since the light gray bars represent Kroger's ice cream bars, the iconic Creamies 6-pack is tied for being the cheapest name-brand 6-pack ice cream product sold in Fry's stores, nearly \$1.50 less than its closest Netslé competitor (Outshine). Drumstick brand products are missing from this graph because they are not sold in packs of 6 in Fry's stores.

HEALTH COMPETITIVENESS

The only brands whose price matches that of Creamies are Breyer's and Klondike. Creamies 13-14g per bar, depending on the flavor, as opposed to the 23g in an original flavor Klondike bar. Breyer's, on the other hand, has only 3g per bar of sugar. While it's disappointing that Creamies isn't the healthiest Ice Cream bar for its price, it is also impressive that Creamies' level of healthiness, for what its pricing is, is rivaled only by an ice cream brand (Breyer's) that is marketed specifically as a low-carb option. However, Breyer's bar serving size is also 20g less in mass per serving than a creamies bar (51g vs 71g). Below is a graph showing the same sample of 6-count ice cream bars, this time sorted by sugar content per serving. This graphic is a testament to Creamies' relative health competitiveness in the ice cream bar mix. The only brands with lower sugar content than Creamies are Good Humor (containing 12g or less) in several different flavors, as well as 3 specifically low-fat ice cream brands



BRANDING RECOMMENDATION

What does this mean for Creamies from a Marketing standpoint? It bears clarifying that Marketing Creamies as strictly a low-sugar health food is unrealistic and counter-productive. Not only would Creamies need to lower its sugar count by several more grams to even consider competing with another low-sugar ice cream, but it would likely lose a decent portion of its love group, which includes consumers who want to “treat themselves” to a nostalgic ice cream treat. Rather, what Creamies can and should do is add to the list of its ice cream’s Marketable qualities the fact that they are not only a delicious and fun treat but also a better-for-you option. It shouldn’t be the brand’s main point of difference within the ice cream market, but rather the occasional ad with the pitch, “I never realized Creamies has way less sugar than that fancy ice cream brand I’ve been buying (Referencing Haagen-Dazs).” Furthermore, more aggressive efforts could be made to advertise Creamies as a post-workout snack that doesn’t make you feel too guilty.

This angle can and should be combined with the fact that Creamies is cheaper than most ice cream bars out there. Branding that points out the fact that, with Creamies, you get a healthier ice cream bar for a cheaper price are too powerful to pass up

These assumptions are purely based on limited research from the Fry’s website, and require further data collection to be verified.





KEY RECOMMENDATIONS AND STRATEGIC INSIGHTS

INTRODUCTION

* As part of the Creamies Ice Cream on Campus internship program, the opportunity was presented to engage in various marketing initiatives aimed at promoting Creamies products and creating strong brand awareness on campus. Throughout this internship, the main focus was on social media marketing, collaboration with campus influencers, and content creation that would effectively highlight the unique qualities of Creamies ice cream. This section of the report outlines the conclusions drawn from the experience, recommendations for future interns, and next steps for continued success in the project.

RECOMMENDATIONS FOR CREAMIES

RECOMMENDATIONS

Based on the experiences and insights gained during the internship, the following recommendations are made to ensure that future interns have a clear, effective roadmap for their tasks and that Creamies continues to grow its presence on campus.

1

STARTER KIT FOR FUTURE INTERNS

Providing new interns with a comprehensive starter kit will equip them with the knowledge and resources needed to quickly contribute to the project. The following elements should be included in the starter kit:

- **What Do You Want to Accomplish:** Interns should begin by clearly defining their goals. Are they focusing on social media growth, outreach to influencers, or driving sales through promotions? Identifying clear objectives will ensure focused efforts.
- **Decisions to Make Before You Start Creating Content:** Interns should consider branding, target audience, and content style before creating posts. Are they aiming for fun, lighthearted content, or more informative, professional content about product benefits?
- **How to Create Good Videos:** Videos are one of the most effective tools for engaging customers on social media platforms. Interns should be trained on basic video production, focusing on lighting, composition, and effective storytelling. Short, engaging, and shareable videos (especially Reels) should be the primary content format.
- **Sponsorship Outreach:** Interns should be prepared to handle sponsorship outreach effectively, whether it's collaborating with local businesses, student groups, or campus organizations. Building partnerships will increase brand exposure and credibility.
- **Unpaid Collaboration Outreach:** Students and influencers can be approached for unpaid collaborations that benefit both parties. These collaborations can include product giveaways, event participation, or content creation.

- **Giveaways:** Creating and promoting giveaways is an excellent way to build excitement and engagement. Interns should develop strategies for structuring giveaways that align with Creamies' marketing goals, including using branded hashtags, tagging requirements, and clear entry instructions.
- **Examples of Aggressive Social Media Campaigns:** Provide examples of successful campaigns and case studies from similar brands. This can help interns understand how to effectively use social media to create buzz.
- **How We Collected Content:** Interns should understand the best ways to collect user-generated content, from encouraging customers to share photos on social media to organizing events or special promotions that generate content organically.
- **Resources Available to You:** Ensure interns are aware of all available resources such as marketing tools, access to product samples, and any existing partnerships or sponsorships that can be leveraged.

2

STRATEGIC SOCIAL MEDIA PLANNING

Social media is an essential component of Creamies' marketing strategy. Future interns should focus on creating diverse, engaging content with the following approaches:

- **Post 3 Times a Week:** Consistency is key to maintaining visibility and engagement. Posting regularly, ideally 3 times a week, will help maintain audience interest and ensure the brand stays top-of-mind.
- **Focus on Video Content (Reels Over Photos):** As observed during this internship, Instagram Reels have proven to have higher engagement rates than static photos. Interns should prioritize creating Reels over traditional image-based posts to capitalize on trends, viral challenges, and music.
- **Keep Up with Trends:** Interns should stay informed about current social media trends, particularly in the video format (e.g., trending audios, video formats, and challenges). This will ensure Creamies content is relevant and fresh, and reaches a wider audience.

SUMMARY

By equipping interns with a comprehensive starter kit, ensuring consistent and trend-driven social media content, and encouraging strategic partnerships, Creamies can maintain its momentum and continue to grow its brand presence. Additionally, exploring innovative product options like protein-enriched and dairy-free varieties, alongside a refreshed packaging design, will help Creamies appeal to a broader and more health-conscious consumer base. By implementing these recommendations, Creamies will be better positioned to thrive in an increasingly competitive market, while also fostering creativity and efficiency within its internship program.

NEXT STEPS

CONTINUE SOCIAL MEDIA STRATEGY

- Posting Frequency: Continue to post content three times a week, maintaining a balance between Reels, photos, and engaging stories. Focus on the consistency of the posting schedule to sustain audience interest.
- Video and Audio Trends: Reels are currently performing better than photos in terms of engagement. To keep the content fresh, interns should stay on top of trends in audio and video formats. Incorporating trending sounds and video formats will likely increase reach and engagement.

REVAMP PRODUCT PACKAGING

Change Box Design for Health-Conscious Consumers: There is a growing interest in healthier snack options, and this is a market Creamies should tap into. A refreshed box design that communicates Creamies' commitment to quality ingredients and healthier alternatives (such as lower sugar or more natural ingredients) could help appeal to this demographic.

PRODUCT EXPANSION

Introduce Protein and Dairy-Free Creamies: As plant-based and protein-rich diets continue to grow in popularity, adding dairy-free and protein-enriched options to the product line could help capture a larger segment of the market. Introducing these options will likely attract health-conscious students and those with dietary restrictions, expanding Creamies' customer base.



CONCLUSION

The Creamies Ice Cream on Campus internship has provided valuable insights into effective social media marketing, influencer outreach, and content creation for a food brand. By using a consistent and trend-sensitive approach to social media, emphasizing video content, and diversifying product offerings, Creamies has the opportunity to grow its customer base and establish a strong presence on campus.

By following the recommendations provided in this report—particularly creating a starter kit for new interns and focusing on video content—future marketing efforts can build upon the foundation laid during this internship. Additionally, exploring product innovations such as protein and dairy-free options will allow Creamies to stay ahead of consumer trends and appeal to a broader audience.

The next steps outlined here, from continuing the posting schedule to revamping packaging and expanding product offerings, will ensure that Creamies remains competitive and continues to attract loyal customers.



OUTCOMES & IMPACT

INSTAGRAM REELS

35

Reels Produced

54.7 K

Total Views on Reels

INSTAGRAM PHOTOS

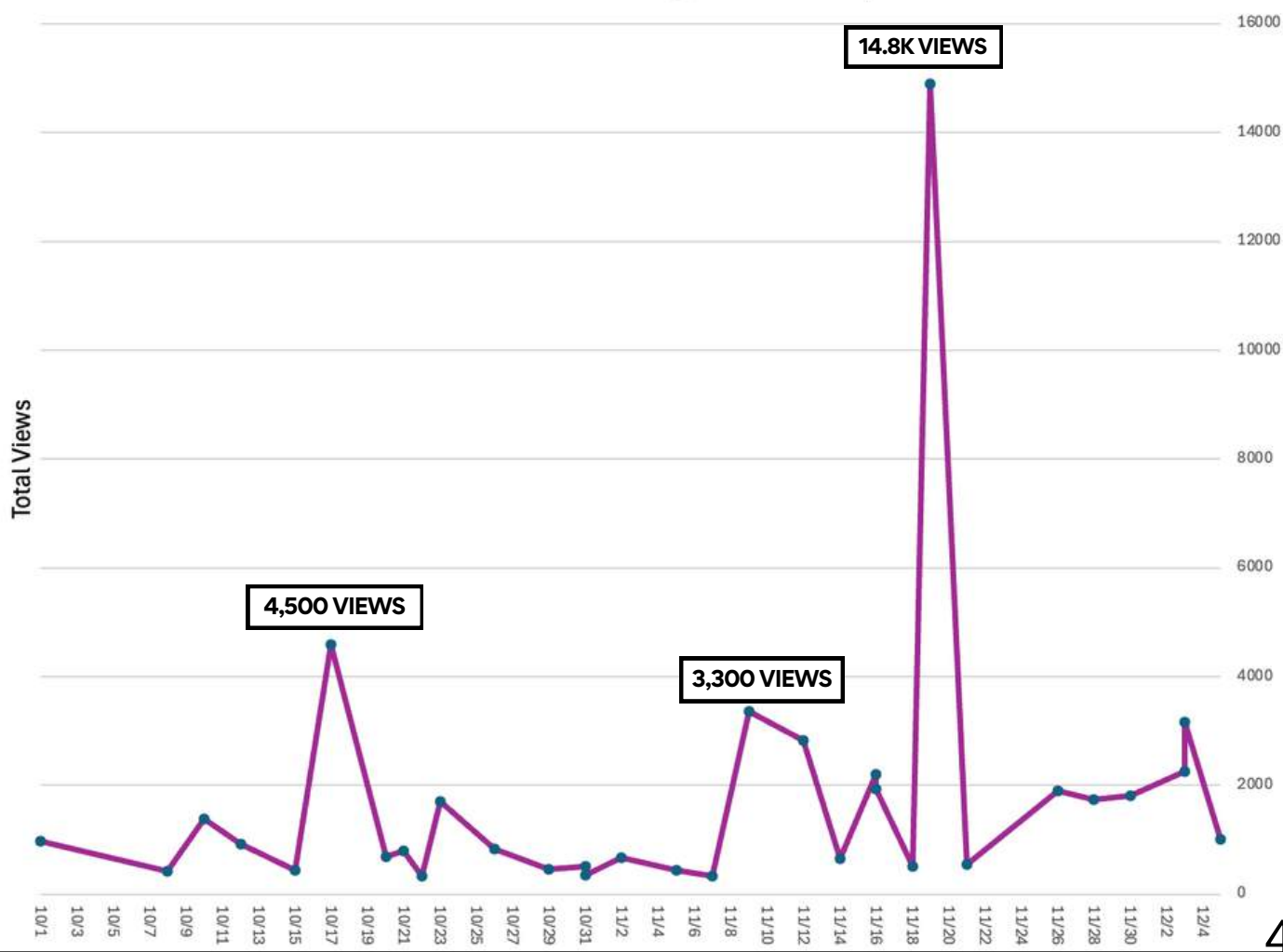
259

Photos Produced

103%

Deliverable Achieved:

Total Views on Instagram Reels (4/2)



INSTAGRAM FOLLOWERS

6,270

Initial Followers

→ **6,330**

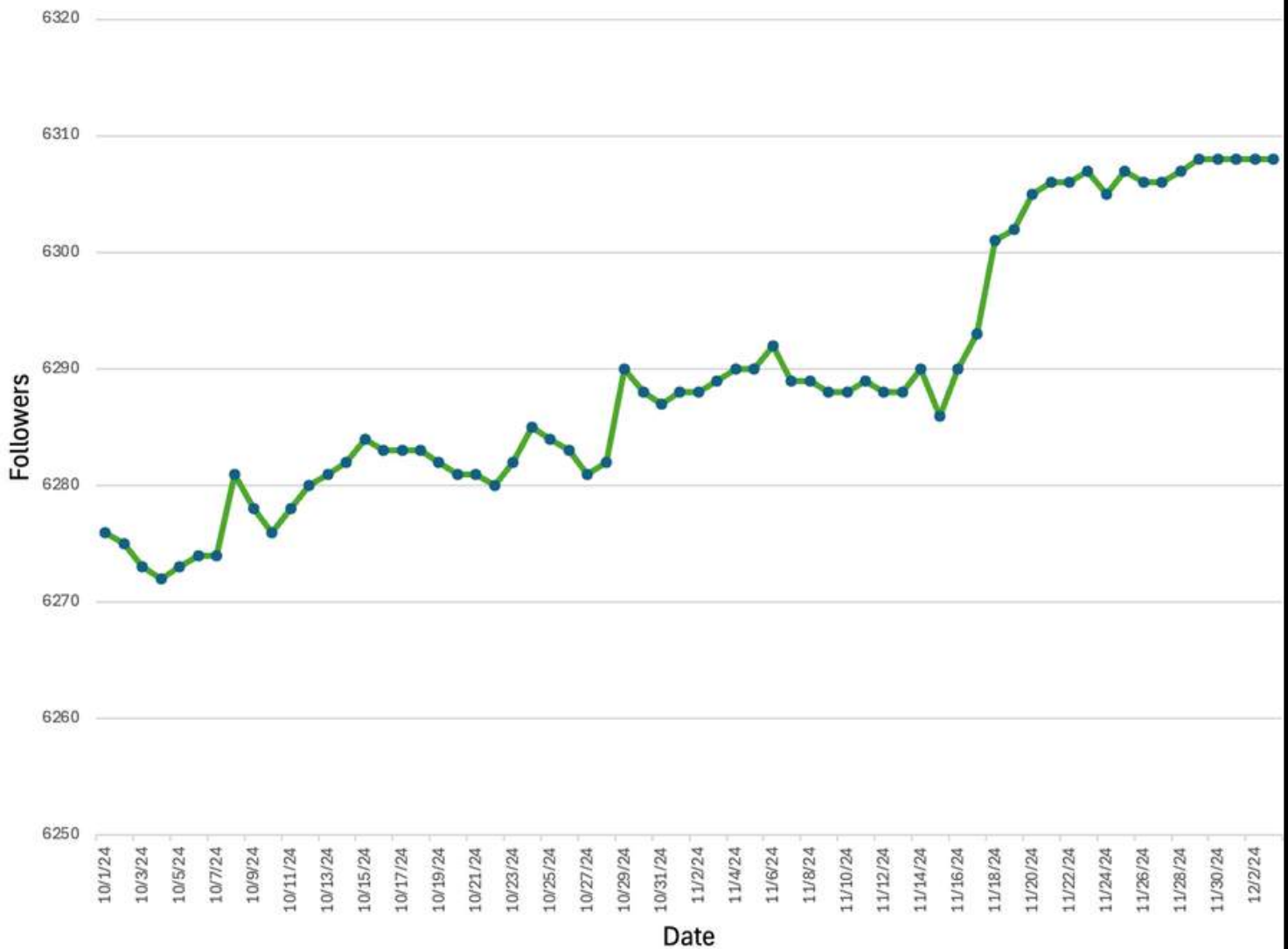
Followers
Post-Project

0.95%

Increase



Total Instagram Followers Since First Post (2024)



USER GUIDE

WEEK 1

Have a kick-off meeting with your sponsor and understand their objectives and ideas for your team. Talk with your team and figure out what each of your roles are. Receive the products, logins, and props.

WEEK 2

When you start a project like this, you need to make a few decisions to ensure that all of your team is on the same page so that your branding and imaging look correct. Choose what kind of Reels, Photos, and Cover Images you will put on your account. Also, decide when you will be posting, who decides what will be posted, and who makes the caption.

WEEK 3

Start working on the work plan. Spend a meeting brainstorming a variety of ideas for videos and photoshoots. During the week have each person make 2 videos and take at least 6 pictures.

WEEK 4

Finish the work plan. Make sure you are on track to achieve half of the deliverables before midterms. Spend this week working on Merch, have everyone come to the next meeting with 5 products. Decided how much content each individual needs to create for the rest of the semester to reach the deliverables.

WEEK 5

Decide on a theme for a giveaway. Assign who is going to find all the products for the giveaway, when it will be released, and how you will choose a winner.



USER GUIDE

WEEK 6

In your meeting reevaluate how this semester has been going, what questions you want to ask your sponsor, and if you think you can meet your deliverables. Start doing market research this week as well.

WEEK 7

Launch the Giveaway and make sure you are watching it throughout the week. When it ends, select a winner and reach out to them. Start collecting data and making the slideshow for your midterm. Spend a meeting practicing your midterm.

WEEK 8

Present the Midterm to the sponsor. Take the feedback you get and spend a meeting breaking it down and figuring out what you are going to do differently for the second half of the semester.

WEEK 9

Work on finding an influencer that matches the company's values to do a giveaway with. Also, look for smaller influencers who could promote your brand without pay. Spend a meeting curating an idea for the 2nd giveaway.

WEEK 10

Reach out to the influencer and schedule a meeting to discuss logistics together. Make sure she has everything she needs to be successful. Order the supplies for the second giveaway and shoot content for it.



USER GUIDE

WEEK 11

Launch the giveaway and choose a winner. Spend some time as a team looking over analytics and make sure you are still on track to reach your goal. Also, start collecting your recommendations for the sponsor for the final report.

WEEK 12

Have the influencer send you the finished content to be approved. Launch the influencer giveaway and keep a close eye on the statistics. Finalize your recommendations for your sponsor and start creating a skeleton for your final report.

WEEK 13

Give each team member a few sections of the final report to work on. Choose the format and layout you want. Finish your final report (minus the statistics if you want to insert those last minute) and then crosscheck it with the rubric.

WEEK 14

Delegate individual responsibilities for the final presentation. Finish the final presentation. Insert the last statistics into the Final Report and Presentation.

WEEK 15

Before you present to your sponsor, verify you have all of your work done and content organized. Present to your sponsor and submit all of your recordings and documents that same night.





APPENDIX

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DATA FROM NOVELTY ICE CREAM MARKET RESEARCH IN FRY'S OF PHX AREA (FIG. 1-5)

Fry's Novelty Ice Cream in PHX Area						
Brand	Product	Flavor(s)	Count	Fl. Oz.	Price	Price/Fl. Oz.
Yasso	Bites	Various	1	6.84	5.79	0.85
Keto Pint	Ice Cream Bar	Various	4	11.00	6.99	0.64
Dove	Dipped on stick	Assorted	3	8.67	5.49	0.63
Cool Haus	Cone	Various	3	12.75	7.99	0.63
Halo Top	Ice Cream Stick	Chocolate	4	10.60	6.49	0.61
Magnum	Dipped on stick	Various	3	9.12	5.49	0.60
Häagen-Dazs	Dipped on stick	Various	3	9.00	5.29	0.59
Dove	Ice Cream Bar	Assorted	14	10.50	5.99	0.57
Häagen-Dazs	Dipped on stick	Chocolate Cookie	3	9.00	4.99	0.55
Deebee's	Fruit bar	Assorted	10	13.50	7.22	0.53
Häagen-Dazs	Dipped on stick	Vanilla Milk Chocolate Almond	6	18.00	9.49	0.53
Häagen-Dazs	Dipped on stick	Various	6	11.10	5.79	0.52
Häagen-Dazs	Cookie Cone	Various	4	14.80	7.49	0.51

Figure 1. Fry's Market Data

Good Humor	Ice Pop	Minions	6	12.17	5.99	0.49
Mars	Ice Cream Bar	Twix	6	11.58	5.49	0.47
Drumstick	Mini Dipped Cone	Various	20	16.90	7.99	0.47
Good Humor	Creamsicle	Assorted	6	12.70	5.99	0.47
Mars	Ice Cream Bar	Snickers	6	12.00	5.49	0.46
Yasso	Ice Cream Stick	Various	4	14.00	5.79	0.41
Mars	Sandwich	M&M's	4	16.00	6.49	0.41
Kroger	Fudge Bar	Chocolate fudge (low fat)	6	15.00	5.99	0.40
Skinny Cow	Cone	Chocolate fudge	4	16.00	5.99	0.37
Dove	Dipped on stick	Raspberry	6	12.60	4.69	0.37
Little Debbie	Dipped Bar	Nutty Bars	4	12.00	4.00	0.33
Little Debbie	Ice Cream Stick	Strawberry Shortcake	4	12.00	4.00	0.33
Drumstick	Cone	Various	4	18.10	5.99	0.33
Blue Bunny	Cone	Various	4	16.00	5.29	0.33
Outshine (Nestle)	Fruit bar	Various	6	14.70	4.49	0.31

Figure 2. Fry's Market Data Continued

Blue Bunny	Flavor Swirl Cone	Various	4	18.00	5.49	0.31
Outshine (Nestle)	Fruit bar	Assorted (sugar free)	12	18.00	5.49	0.31
Outshine (Nestle)	Mini Fruit bar	Various	12	18.00	5.49	0.31
Jonny Pops	Fruit bar	Various	8	14.80	4.49	0.30
Simple Truth Organic	Fruit bar	Various	6	16.50	4.99	0.30
Klondike	Cone	Various	8	30.00	8.99	0.30
Reese's	Cone	Vanilla Dipped	8	30.00	8.99	0.30
Outshine (Nestle)	Fruit bar	Various	6	15.00	4.49	0.30
Oreo	Cone	Oreo	4	18.40	5.49	0.30
Drumstick	Mini Cone	Assorted Mini	12	27.00	7.99	0.30
Creamies	Ice Cream Stick	Various	6	13.50	3.99	0.30
Popsicle Brand	Ice Pop	Scribblers	18	21.60	5.99	0.28
Blue Bunny	Diped Cone	Assorted	8	18.00	4.99	0.28
Helados Mexico	Ice Cream Stick	Assorted	12	18.00	4.99	0.28
La Michoacana	Fruit bar	Mangonada	9	33.75	9.29	0.28

Figure 3. Fry's Market Data Continued

Helados Mexico	Ice Cream Stick	Various	6	18.00	4.79	0.27
Skinny Cow	Sanwich	Various	6	24.00	5.99	0.25
Creamies	Ice Cream Stick	Various	24	54.00	12.99	0.24
Breyers	Ice Cream Stick	Caramel Swirl (low carb)	6	18.00	3.99	0.22
Drumstick	Cone	Various	8	36.80	7.99	0.22
Nestle	Cone	Kit-Kat	8	36.80	7.99	0.22
Oreo	Cone	Oreo	8	36.80	7.99	0.22
Popsicle Brand	Ice Pop	Firecracker	18	28.80	5.99	0.21
Popsicle Brand	Ice Pop	Various	18	29.70	5.99	0.20
Kroger	Ice Cream Bar	Strawberry Shortcake	8	20.00	3.49	0.17
Kroger	Fruit bar	Various	6	14.70	2.50	0.17
Kroger	Fruit bar	Strawberry (sugar free)	6	14.70	2.50	0.17
Bomb Pop	Ice Pop	Original	12	21.00	3.50	0.17
Kroger	Cone	Various	8	36.80	5.99	0.16
Bomb Pop	Ice Pop	Original	24	42.00	6.49	0.15

Figure 4. Fry's Market Data Continued

Klondike	Ice Cream Bar	Various	6	27.00	3.99	0.15
Fla-Vor-Ice	Ice Pop	Assorted	100	150.00	18.99	0.13
Kroger	Ice Cream Stick	Chocolate fudge	12	29.40	3.49	0.12
Kroger	Ice Cream Stick	Various	12	30.00	3.49	0.12
Budget Saver	Ice Pop	Cherry-Pineapple	12	36.00	3.99	0.11
Kroger	Ice Pop	Various	9	27.00	2.79	0.10
Budget Saver	Ice Pop	Assorted	18	42.30	3.99	0.09
Otter Pops	Ice Pop	Assorted	80	80.00	7.29	0.09
Kroger	Ice Pop	Various	20	33.00	2.99	0.09

Figure 5. Fry's Market Data Continued

Data retrieved from: https://www.frysfood.com/search?searchType=default_search&query=ice+cream+bar&fulfillment=csp

INSTAGRAM METRICS (FIG. 6-9)

Total Instagram Views by Reel (4/26 - 12/7)			
Date	Reel #	Views	Followers
4/16/24	1	803	N/A
6/4/24	2	639	N/A
7/15/24	3	582	N/A
7/22/24	4	892	N/A
7/29/24	5	897	N/A
10/1/24	6	978	6274
10/8/24	7	432	6279
10/10/24	8	1383	6274
10/12/24	9	923	6278
10/15/24	10	442	6282
10/17/24	11	4589	6281
10/20/24	12	692	6279
10/21/24	13	805	6279
10/22/24	14	342	6278
10/23/24	15	1706	6280
10/26/24	16	836	6281
10/29/24	17	458	6288
10/31/24	18	507	6285
10/31/24	19	345	6285
11/2/24	20	677	6286
11/5/24	21	437	6288
11/7/24	22	336	6287
11/9/24	23	3356	6286
11/12/24	24	2833	6286
11/14/24	25	656	6288
11/16/24	26	2198	6288
11/16/24	27	1940	6288
11/18/24	28	508	6299
11/19/24	29	14,889	6300
11/21/24	30	550	6304
11/26/24	31	1899	6304
11/28/24	32	1745	6305
11/30/24	33	1811	6308
12/3/24	34	266	6318
12/3/24	35	3167	6318
12/5/24	36	1009	6329
Total		56528	

Figure 6. Views on Instagram Reels

Total Instagram Followers since first post (Oct - Dec)			11/8/24	6287	0
Date	Followers	Daily Change	11/9/24	6286	-1
10/1/24	6274	4	11/10/24	6286	0
10/2/24	6273	-1	11/11/24	6287	1
10/3/24	6271	-2	11/12/24	6286	-1
10/4/24	6270	-1	11/13/24	6286	0
10/5/24	6271	1	11/14/24	6288	2
10/6/24	6272	1	11/15/24	6284	-4
10/7/24	6272	0	11/16/24	6288	4
10/8/24	6279	7	11/17/24	6291	3
10/9/24	6276	-3	11/18/24	6299	8
10/10/24	6274	-2	11/19/24	6300	1
10/11/24	6276	2	11/20/24	6303	3
10/12/24	6278	2	11/21/24	6304	1
10/13/24	6279	1	11/22/24	6304	0
10/14/24	6280	1	11/23/24	6305	1
10/15/24	6282	2	11/24/24	6303	-2
10/16/24	6281	-1	11/25/24	6305	2
10/17/24	6281	0	11/26/24	6304	-1
10/18/24	6281	0	11/27/24	6304	0
10/19/24	6280	-1	11/28/24	6305	1
10/20/24	6279	-1	11/29/24	6307	2
10/21/24	6279	0	11/30/24	6308	1
10/22/24	6278	-1	12/1/24	6308	0
10/23/24	6280	2	12/2/24	6308	0
10/24/24	6283	3	12/3/24	6318	10
10/25/24	6282	-1	12/4/24	6328	10
10/26/24	6281	-1	12/5/24	6329	1
10/27/24	6279	-2	12/6/24	6330	1
10/28/24	6280	1	Total		
10/29/24	6288	8	Following/		
10/30/24	6286	-2	Increase	6330	60
10/31/24	6285	-1	Initial	6270	Final
11/1/24	6286	1	Following:		Following:
11/2/24	6286	0			6330
11/3/24	6287	1	Following	0.957%	
11/4/24	6288	1	Increase (%)		
11/5/24	6288	0			
11/6/24	6290	2			
11/7/24	6287	-3			

Figure 7 Change in Instagram Following From First Post

RETAIL MARKET ANALYSIS RESOURCES

Company	% Market Share (PHX area 2024)	% Market Share (DEN area 2023)	Average % Market Share
Fry's/Kroger	28.32	36.3	32.31
Walmart	17.83	17.3	17.565
Costco	11.81	10.7	11.255
Safeway	9.87	11	10.435
Target	4.18	8.9	6.54
Sams Club	3.36	5.5	4.43
Whole foods	1.06	5.5	3.28
Trader Joes	1.53	1.1	1.315
Others	22.04	3.7	12.87
Data Gathered from The Chain Store Guide			

Figure 8: Table of Data from DEN/PHX Retail Market Analysis

RETAIL MARKET DATA SOURCES

- **Denver Area:** <https://www.axios.com/local/denver/2024/04/18/denver-top-grocery-stores-market-share-2023>
- **Phoenix Area:** <https://www.azcentral.com/story/money/business/consumers/2024/07/20/frys-tops-the-phoenix-metro-for-top-grocery-sales-heres-the-list/74457232007/>

INSTAGRAM REFERENCES

Instagram Accounts as Inspiration

Crumbl

TruFru

Outshine

Yasso

Starbucks

Hashtags Used In Posts

#utah #icecream #fall #smallbusiness
#happy #friends #arizona #colorado
#california #summer #littlethings #kids
#trendingreels #fyp #relatable #trending
#funny #school #sweettooth #unitedstates
#cozy #trendingreels #college #relax
#affordable #satisfying #giveaway
#coloradofoodie #arizonafoodie

Creamies Instagram Starter Kit

What do you want to accomplish?

At the end of this internship, you will be presenting your sponsor with recommendations on what you think they should do/change in their company based on the conclusions you have collected. From what deliverables your sponsor has asked of you and from the data you will collect over the project, start to think about what you would recommend and current your content to include those points of measurement.

Decisions to make before you start creating content

- Branding
- What types of Reels do you want to create(funny, trends, vlogs, food creation, etc)
- What types of Photos do you want to take
- To make your feed look beautiful, will you want to have coordinating cover photos for all of your Reels, what colors/aesthetics are you looking for?
- When are you going to post and at what time? Is one person going to be in charge or will you trade off?

How to create good videos

We have found using audios for current trends has really helped our engagement. Use hashtags to target populations, and groups of people you want #smallbusiness #utah #icecream

Sponsorships

1. Find an account that correlates with your brand. For Creamies key things to look for are family-friendly, positive, and in key locations. To do this we used hashtags. Decide if you would like to do a paid or unpaid collaboration. Reels can be very expensive but also can be very profitable, finding a sponsor with an average engagement of around 15-20k is usually a good baseline start for a \$500-\$1,000 Reel. Posts and stories tend to be less expensive but will also get fewer views.
2. Follow their account and if the company approves of the sponsor, comment on their content so they see your support
3. If they have an email in their bio use that to message, if not then DM them.
4. Figure out the sponsor's rates and evaluate if that would be in your team's budget
5. Stay in communication with the sponsor to make sure this is an influencer they would like to have promote their company

Giveaway

When creating promotional content for the giveaway, we filmed a reel that showcased the items in a visually appealing way and used a trending audio track. To maximize engagement, we reminded followers about the giveaway with additional posts, encouraging them to share it widely. Our giveaway entry requirements were to like the video, tag a friend, and follow the Creamies account.

Examples of Aggressive Social Media Strategies

Crumbl

- Consistent weekly schedule
- Beautiful Stories every day
- Cohesive Cover Photos
- Reels showing how appealing their food is(either through how they make it or breaking it)
- Funny engaging captions with appropriately placed emojis
- Shout out to people on their story that get Crumbl* building community*
- Recognizable Brand (the pink boxes)

Outshine

- Showing how the product could be used in recipes.
- Cohesive coloring
- Pairing the product with a healthy lifestyle
- Using text on reels so audiences are engaged longer

Yasso

- Lots of influencer collaborations
- They did an event in Dever where they did a screaming contest to let off stress and then gave out popsicles and let everyone say what they thought of it.

How we collected content

The problem we found was that when you edit a video on Instagram, those who are logged into the same account aren't able to see the drafts that you had made. We solved this problem by screen recording our drafts and uploading them to a Google Photos Album where our Project Manager could go through and see which ones she wanted us to post. It also helped us have them all in one place so that we could have a running count of all the content combined.

Resources available to you

BYU has cameras, film production studios, and microphones all available to rent at the HBLL! As a group, we all took turns getting the free version of Canva Pro to help edit our photos and make fliers for our giveaways.