Icy Flavors - Mr. Cream Ice Cream Shop Creative Brief by Emir Erten due November 07th 2019

Competition:

Ice cream stores may not have as many competition compared

with other food related stores, but they are compiting with big competitiors. The three big companies that I came across with while doing my research who are competitors for Icy Flavors are; Baskin Robbins, Dairy Queen and Mc. Donalds.

Baskin robbins: This franchise is a strong competitor if you are

planning on geting into ice cream business. They are all around

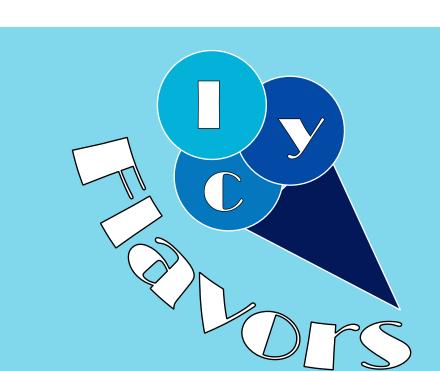
the globe, with multiple franchises in 30 different countries it is hard to compete with them. The company is serving ice cream in 31 different flavours, so there is a flavor for everyones taste. Dairy Queen: This huge fastfood franchise is serving ice cream to United States and Canada with 6,600 franchises under their

name. They also have 2,200 other franchises in 22 different coun-

tries. The company is converting ice cream into more interesting products in order target more customer and it seems to be working, since the company was found in 1940s. Mc.Donads: This fastfood chain gigant is everywhere. As in selling ice cream products they do not offer whole bunch of

product. What makes them a strong competition is the company has cheap product and there is a Mc. Donalds in every street corner, so it is really convinent for someone craving for an ice cream to visit Mc.Donalds.

Creative Brief Form:



- Company Name: Icy Flavors Mr. Cream
- Primary Contact: iyscrim@gmail.com
- Project Title: Creative Brief
- Designer Name: Me, Myself&l Start Date: Oct.16th - Due Date: Nov. 7th
- Project Objectives: To get as many customers as possible, to introduce their special flavors, to sell ice cream & have happy customers.
- Company Insights:

Will you be adding new flavors to your menu? Are you thinking of opening chain stores? Will your store be open during winter? Do you have competitors? Any special thing that your store provides, that your competitors

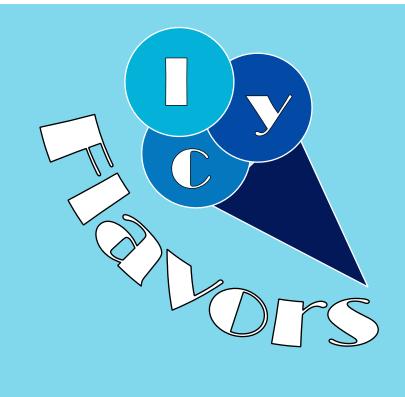
does not? What is your method of selling?

Who will be your target customers?

Where do you see your company in the future? Will your company provide any services to the community?

Are you planing on combining your company's power with your competitors in the future?

Creative Brief Form /2:



Target Audience:

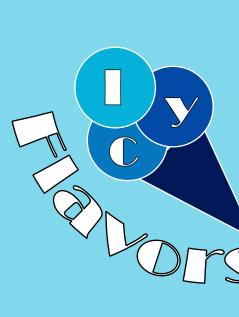
Primary: Male/Female Age: 5 - 99 Secondary: Male/Female Age: 5 – 40 people who like desserts.

Deliverable: We are trying to get people to know the new Ice Cream Store; we will be using advertising trucks, billboard posters, and short YouTube commercials.

Customer Benefits:

Interesting and new flavors Mainly organic products Intense taste

Background Information:

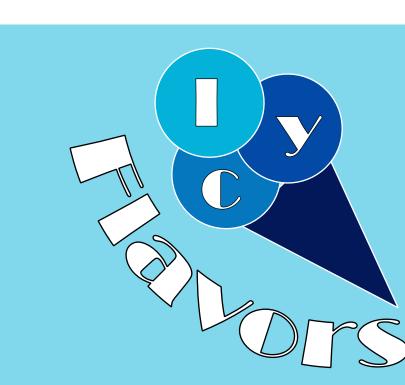


Icy Flavors is an ice cream shop which was opened few weeks ago. The owner of the store Mr. Cream, is a really sweet person in his late 50s. This ice cream shop was his childhood dream and after retiering from his 9 - 5 job of being a financial consoltant he decided to have some fun in his life. The main reason he is doing this is because he wants to see new faces around him to interact with.

Two thing that you can not find anywhere but in his ice cream shop is the nice little chats that you can have with Mr. Cream while you are licking your ice cream, and the megical lcy Flavors event Icy Wednesday. Icy Wednesday is the 2nd Wednesday of every month and there is 50% discount on every scoop, and the best part is if you submit the flavor you want in a week advance (1st Wednesday) the shop will prepare a special batch of ice cream with your desired flavor (NO JUDGEMENTS).



Content:



Icy Flavors wants to let all ice cream lovers to know that there is endless possibilty for ice cream flavors. The ice cream shop wants all the ice cream lovers to visit their shop to try the flavors they have. Also the shop wants to let all ice cream lovers know that, the shop would be more than happy to hear any suggestion of new flavors and, they are more then welcome to add new ones in case there is a high demand on the flavor.

Right now the flavors of Ice Flavors is just known buy few regular customers who came across with the shop while they were passing buy. Customer see Icy Flavors as a small and cozy shop with nothing fancy inside or outside. What customer enjoy the most abou the shop is the ice cream experience that they experience every time they have a taste of the shops wide sellection of flavors.

In order to expand his company Mr. Cream does not want an expensive TV advertisement or a Billboard sign next to the highway. Also as in his first marketing strategy he does not want a website, since he is still thinking of a branding for his company. Since it is an local ice cream shop I do believe I will be designing the company flyers and posters that they can put around the city to attract customers.

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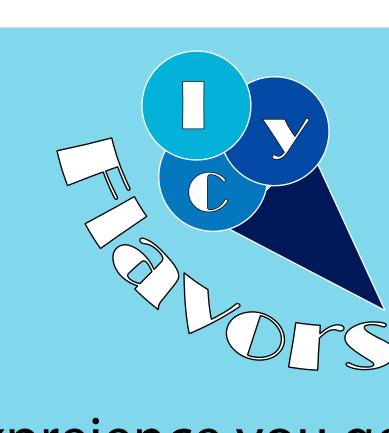
Icy Flavors founder and the current owner Mr. Cream likes to run his shop himself since it was his childhood dream. In the future he does not want to open new franchises around the city or nationwide. As in plans of growing he wants future of his company to attract as many tourists as possible, and meet with people all around the globe. In order to take the company to the next level, Mr. Cream is planing on making ice cream truck services around the city. He is planing on runing four to five trucks everyday between 8am to 8pm.

In order to keep his ice cream healthy as much as it is tasty, Mr Cream uses organic milk to produce his ice creams, and to keep the environment safe he does not approve usadge of any wasteful plastics in his store. He also refuses to serve his ice cream with additional waste such as cups and plastic spoons. The company is aweare of customers with allargies and health conditions, religious beliefs and differences of diet, so the shop serves most of their flavors under universal-flavors name where everyone could try them and enjoy.

could get Icy Flavors name out in to public, and with time it can make more and more peoples come and try the exculusive flavors that they serve.

I do believe puting posters around the town and handing flyers

Content/3:



What makes Icy Flavors unique is the flavor expreience you get from the ice creams that the shop serves, but what makes the shops unique flavor experience special is, with customer suggestion the shop will add new flavors or adjust their current flavors. Also with the shops future website Mr. Cream is planing on adding voting section, which will be active once every month to make an election to add thir new flavor which will be served and get tasted the following month.

Mr. Cream wants to see people happy, so every customers that leaves his store with a smile is a plus one for him. Mr. Cream says, "ice cream already makes your brain release hormons that will positively shift your mood, so the only thing left is for the customers to close their eyes and enjoy the tasty moment." Customer will be leaving the shop happy because of the delicious ice cream they tasted at Icy Flavors and their hearths will get touched by the kind words they here from the shop owner Mr. Cream.

Icy Flavors had opened few weeks ago, so the shop has financial unstabilities right now. Preparing an expensive project could end up bad for Mr. Cream's business, so keeping it simple and cheap posters and flyers are the first marketing step that the company will take. Also Mr. Cream does not wanna go further than being the small ice cream shop at the corner, making a project towards local people could be the best possible action.

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company Icy Flavors is planing on expanding his business. In the next five years Mr. Cream sees his company running ice cream trucks around his city selling his ice cream and a huge line in front of his small shop with people from all over the globe. The main reason Mr. Cream has hired me is to help him get his name out in to the public and to help him build his brand. After the meetings I had with Mr. Cream, hearing what he wants and does not, his companies limitations and seeing what his competitors do I believe what Mr. Cream needs is different flyers and different posters for different sides of the city his shop his. To start targeting the local people who live in your area is a smart marketing move and it is sustainable as well as it will make Mr. Cream even more happier to see some more regular customers visiting his store.

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