



## PROJECT MANDATES

April 14th 2021

### CURRENT/DESIRED PERCEPTION

Making sure we can provide the an efficient and fast service that meets the needs of our customers

### tone & MANNER

Joy,Hapiness,Friendliness,Good taste,travel in delights

### Emotional Benefit

Amazed,Satisfaction,enjoying ☐

### KEY MESSAGE

Enjoy life with such wonders ☐

### UNIQUE SELLING POINT

Ice cream accompanied by different choices of candy for children



Charlotte Wils

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icecreamshop@hotmail.com

### OBJECTIVE

Stay in touch with our young loyal customers by showing them our new products

### CREATIVE CONSIDERATIONS

child schoolboy,teenager,adult nostalgic for childhood deserts,person who loves candies

### STRATEGIC FOCUS

Innovate the quality of service and bring new taste

### STRATEGIC PLAN

More animation,advertising

# Anaya Kassandra

path



## BIO

Indian who just moved with her family to Ontario, she is in high school and loves the history and geography class

## NEEDS

Not very sweet ice cream suitable for my teeth



## FRUSTRATIONS

I can't eat ice cream without a spoon

Enjoy life while we got alive

## MOTIVATION

**AGE** 14

**OCCUPATION** Student

**STATUS** Single

**LOCATION** Ottawa, ON



**TIER** Primary school assistant

**ARCHETYPE** Courageous girl

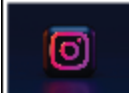
**Impressive**

**Amiable**

## ACCESSIBILITY REQUIREMENTS

Braces

## BRANDS



**ACCESSIBILITY** 80%



**FAMILY** 90%

**COMMUNITY** 60%

**PRICE** 45%

**COMFORT** 85%

## TECHNOLOGY

**INTERNET** 85%

**SOFTWARE** 55%

**MOBILE APP** 55%

**SOCIAL MEDIA** 95%

**GAMING** 20%

## PERSONALITY

RESERVED  
CONSISTENT  
FRIENDLY

## Frederick Johnson



Always do your best

**AGE** 17

**OCCUPATION** Work at Mc donald

**STATUS** In a relationship

**LOCATION** Ottawa, ON

**TIER** Student at AC

**ARCHETYPE** A smart person

**NEVER GIVE UP**

**VERY HELPFUL**

**ACCESSIBILITY REQUIREMENTS**

Pair of glasses

**BRANDS**



### BIO

Did two years working for Mc donald he graduated in science and politics and won the debate competition

### NEEDS

Mint ice cream beacause I'm allergic to milk

### FRUSTRATION

Towels so that the ice cream does not stick

### MOTIVATION

ACCESSIBILITY 66%

FAMILY NOT OFTEN

### TECHNOLOGY

INTERNET QUIT OFTEN

SOCIAL MEDIA RARELY USE IT

# Joanna Betty



Stay strong and positive

**AGE** 13

**OCCUPATION** student

**STATUS** single

**LOCATION** Ottawa, ON

**ARCHETYPE** Curious person

OPEN MINDED

AMICAL

## ACCESSIBILITY REQUIREMENTS

Solar cream

## BRANDS



## BIO

I studied in several places in Florida and as we moved to Canada I try to adapt to the climate

## Needs

Ice cream with tropical fruit

## FRUSTRATION

Hot areas as a do not support hot places

## MOTIVATION

ACCESSIBILITY LIKE BEING ALONE  
FAMILY SPENT MOST OF THE TIME

## TECHNOLOGY

INTERNET MOST OF THE TIME  
SOCIAL MEDIA A LOT

## PERSONALITY

Quit reserved



ABCDEFGHI  
 JKLMNOPQR  
 STUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 0123456789



