



UNILEVER

CAN YOU DO BEN & JERRY'S A FLAVOUR?

Transforming customer data into a purpose-driven product plan



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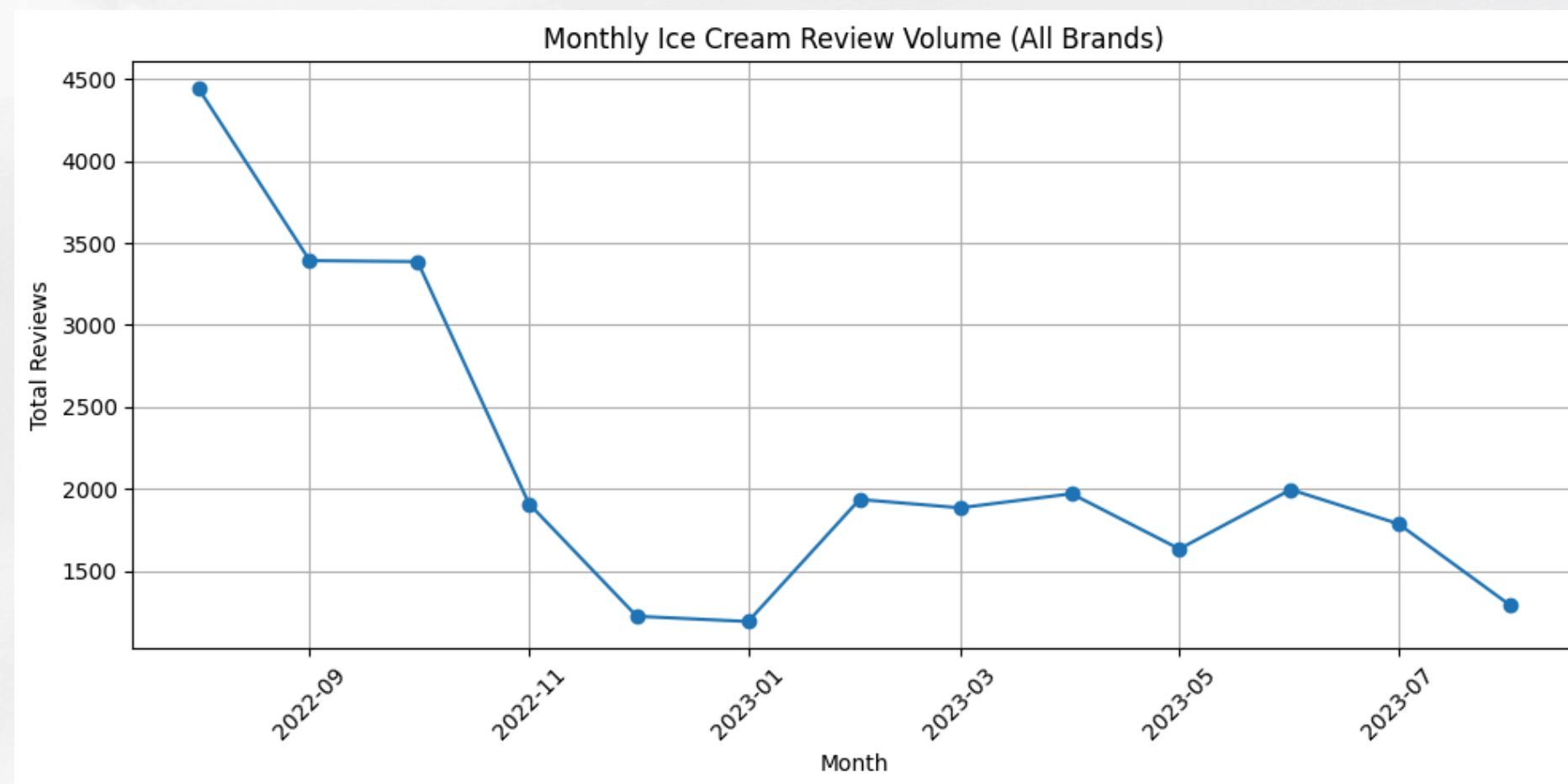


Customer Trends & Seasonality



Key Insights:

- Analyzed over 1,700 reviews for Ben & Jerry's ice cream from real customers
- Top products consistently rated 4.9–5.0 stars
- Review volume spikes in March and August, revealing strong seasonal demand
- Early spring (March–April) is ideal for new product launches





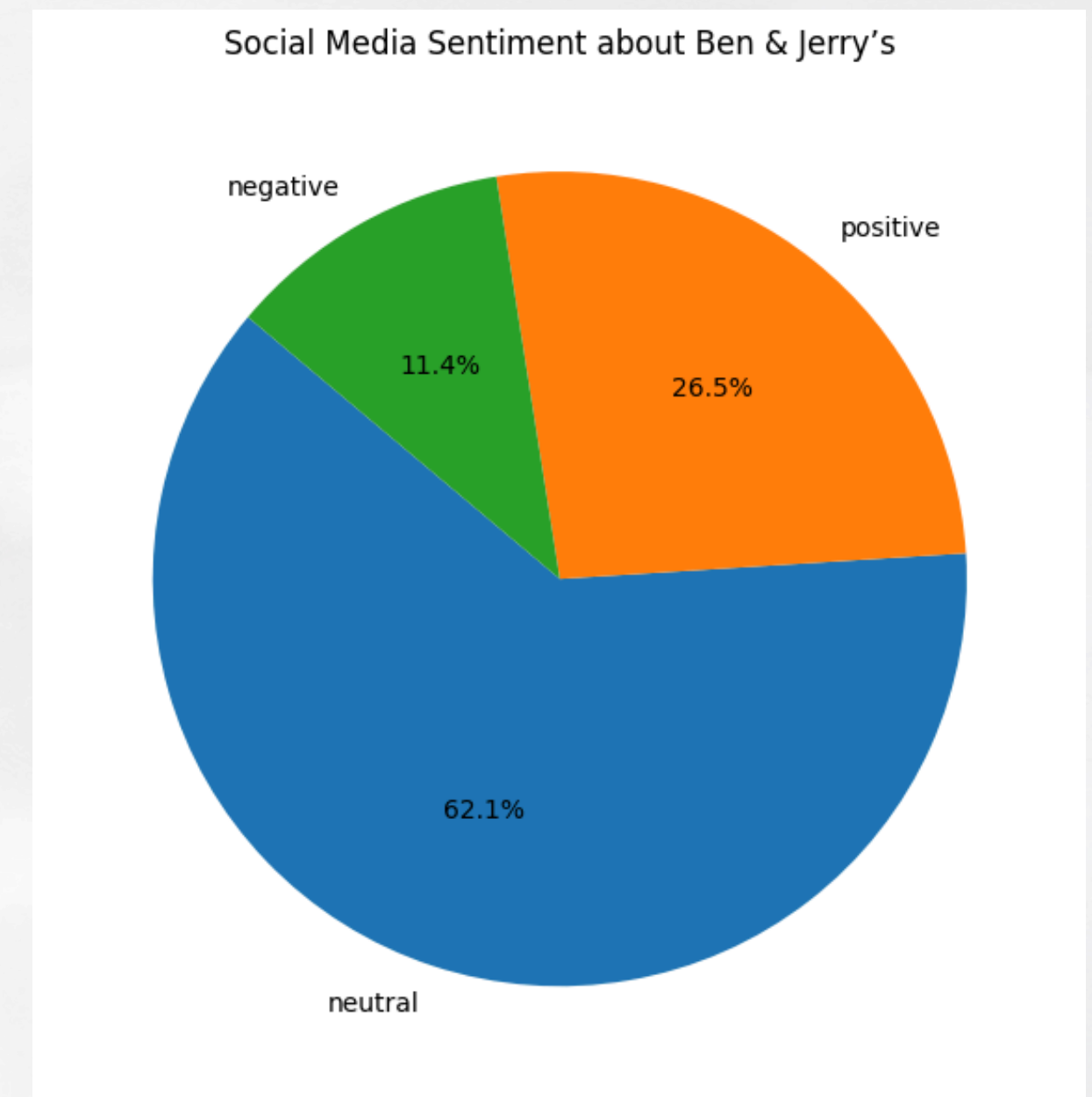
WHAT'S THE TALK ONLINE?



- Analyzed 1,100+ social posts from Brandwatch
- 70% mention “vegan” → strong public interest
- Sentiment breakdown:
- Neutral: 687
- Positive: 293
- Negative: 126

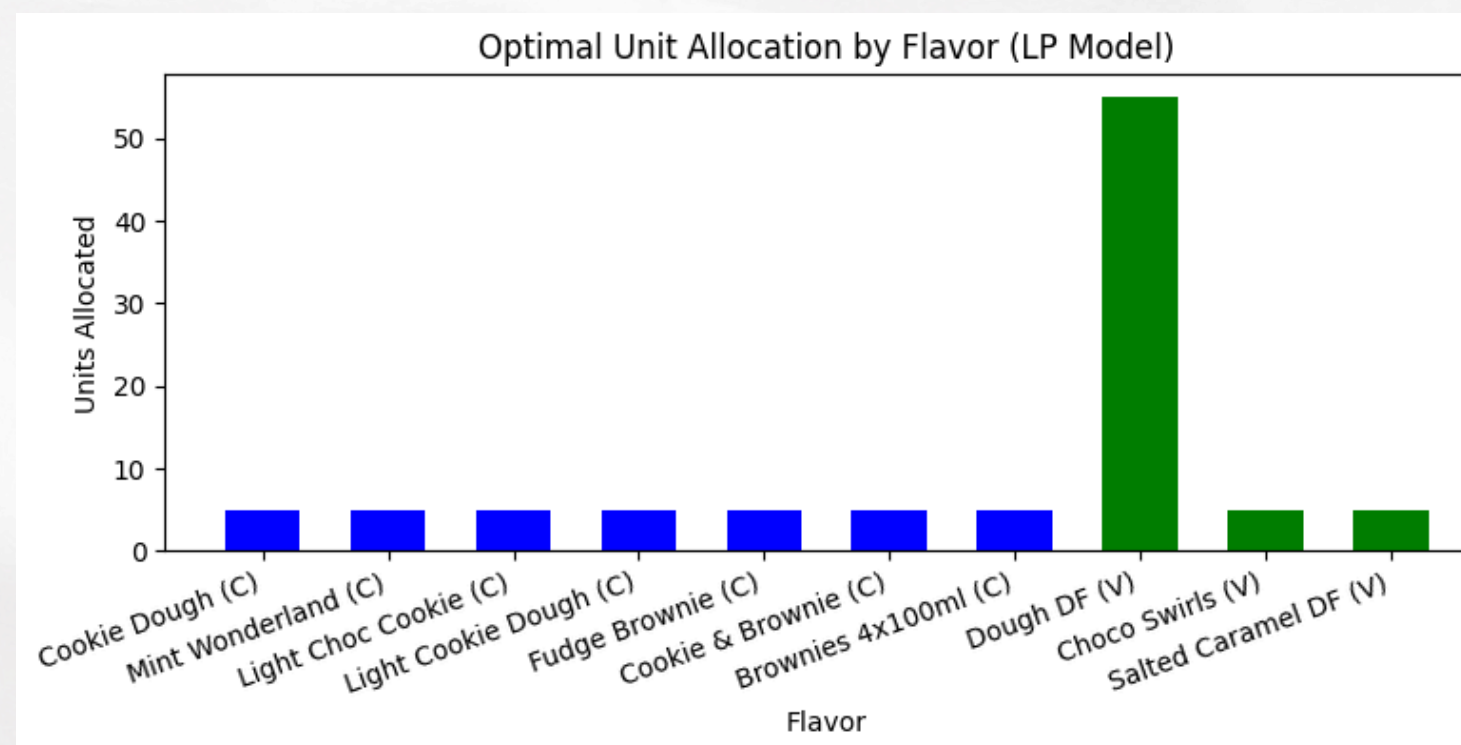


INDICATES OVERALL
POSITIVE BRAND
PERCEPTION AND GROWING
DEMAND FOR ETHICAL
OPTIONS





CHOOSING THE RIGHT FLAVORS TO KEEP EVERYONE SMILING



- Review data guided which flavors to prioritize.
- Top-performing vegan flavors received greater focus, reflecting rising demand.
- Best-loved classics remain to ensure variety.
- The plan balances consumer preferences with brand values and sustainability goals.

