



# *Barefaced* AGENCY+



We are Barefaced Agency, a strategic, creative, and data-driven media agency founded at The University of Texas. Our mission is to combine innovative storytelling with measurable impact. Working with us means partnering with a motivated and collaborative group that values curiosity, transparency, and results. We stand apart through our integration of research, fresh creative, and seamless execution; ensuring every campaign not only inspires but also drives measurable growth.

## AUTHENTICITY SPARKS SUCCESS





# CAMPAIGN SCOPE

## Objective



- ★ Launch Amy's first Michigan store with Austin flair.
- ★ Drive local awareness and in-store traffic in Ann Arbor.
- ★ Achieve 35% increase in organic, audience-generated content.
- ★ Boost social shares, tags, and positive reviews in the new market.
- ★ Inspire the Michigan community to engage on all major media platforms.
- ★ Secure targeted press coverage in Ann Arbor DMA.
- ★ Build authentic community engagement while preserving brand identity.
- ★ Increase Scoop Recruit Sweet Fleet memberships in Ann Arbor

## Budget



- ★ Total: \$85,000 (Feb–Dec 2026)
  - Allocation: Placement, Production, People, Promotion

## Scope of Work



- ★ Strategy & Research
  - Conduct local market and media analysis.
- ★ Media Outreach
  - Integrated mix of paid, earned, and owned media.
- ★ Awareness Goals
  - 70% aided recall; 45% web traffic spike with 70% from Michigan DMA.
- ★ Sales & Membership Goals
  - 125 weekday / 350 weekend visitors; 20 new Sweet Fleet memberships per month.
- ★ Event/Promotion Activations
  - Two events with 650+ attendees each and 20% traffic lift within 14 days.





# TARGET COMMUNITY



## Demographics



- ★ Ann Arbor Population: 121,715
- ★ 22% Aged 20–24
- ★ About 52,000 University of Michigan students in town
- ★ 68.6% White, 13.8% Asian, 7% Black/African American, 5.8% Hispanic/Latino
- ★ Median household income: \$82,883
- ★ Gender balanced: 50% male and 50% female
- ★ 54.6% of households are renter-occupied
- ★ 75% of adults hold at least a bachelor's degree

## Likes



- ★ Socializing with friends, especially in group settings
- ★ Discovering and sharing new food/treat spots
- ★ Student deals and discounts
- ★ Late-night hangouts and studying at affordable places
- ★ Unique, local, and “Instagrammable” brands
- ★ Campus and local community events
- ★ Engaging on social media

## Psychographics



- ★ Highly achievement-driven and academically focused (average GPA 3.9–4.0)
- ★ Socially conscious (values localism, eco-friendliness, inclusivity)
- ★ Enjoys experiencing new things—especially food and local culture
- ★ Strong sense of community involvement and social responsibility
- ★ Tech-savvy and digitally connected (high adoption of new apps, social trends)
- ★ Seeks recommendations from peers and digital influencers



# TARGET COMMUNITY



## Goals & Needs



- ★ Affordable, high-quality treats for small budgets
- ★ Places to unwind and socialize (especially after hours or post-event)
- ★ Opportunities to earn rewards or get exclusive deals (loyalty programs)
- ★ Reliable, safe, and comfortable hangout spots
- ★ Affirmation of personal values (local pride, sustainability, diversity)
- ★ Fast service and convenience near campus and main housing

## Challenges



- ★ Limited disposable income; must budget for treats and eating out
- ★ Many competing options (both chain and local shops)
- ★ Tight schedules balancing classes, work, and social life
- ★ Need for awareness—brands must “stand out” on social and in person
- ★ Occasional concerns about safety (late-night activity, urban core)
- ★ Desire for inclusivity and representation from brands they support

## Sources



- ★ *Data USA. Ann Arbor, MI: Demographics & Median Age.*
- ★ *University of Michigan. Enrollment Data (2023–2024)*
- ★ *City of Ann Arbor Planning. Neighborhood Profiles (Kerrytown, Downtown).*
- ★ *Washtenaw County Economic Profile. Population & Median Household Income*
- ★ *Mintel. Gen Z & Millennial Consumer Psychographics, 2025.*
- ★ *Ann Arbor Observer. Community & Event Participation Trends*

# EMPATHY MAP



## Says

- ★ "Let's check out that new ice cream place by campus!"
- ★ "Do they have student discounts or events?"
- ★ "I saw my friends posting about it on Instagram."

## Thinks

- ★ "Is this spot really worth the hype?"
- ★ "Will I feel welcome and included here?"
- ★ "Is it a place I'd want to share on social or visit with my group?"

## Pain Points

- ★ Highly competitive local dessert market
- ★ Student price sensitivity limits indulgence purchases
- ★ Low brand awareness outside Texas
- ★ Cold winters reduce ice cream demand
- ★ Limited late-night transport for off-campus students

## Does

- ★ Scrolls TikTok/Instagram for food recommendations..
- ★ Visits with friends after class or on weekends.
- ★ Shares experiences in group chats and social stories.

## Feels

- ★ Excited about discovering new places.
- ★ Wants to be a part of the community and feel valued by brands.
- ★ Seeks fun, safe experiences that fit their budget and lifestyle.

## Gain Points

- ★ Audience values sustainability and ethics
- ★ Strong interest in new, unique local experiences
- ★ High social media activity for word-of-mouth potential
- ★ Ann Arbor's event culture opens local collaboration opportunities



# IDENTIFICATION & PERSONA

## *THE SOCIAL STUDENT: Ann Arbor's Campus Trendsetter*



### Demographic Snapshot

- ★ College aged (18-22), undergrad at UMich or EMU
- ★ Mix of racial/ethnic backgrounds, mirrors campus diversity
- ★ Typically rents with roommates; limited discretionary income

### Core Traits

- ★ Group-oriented, seeks new places to hangout
- ★ Follows food and event trends via Instagram, TikTok, and friends
- ★ Loves brands with personality, story, and student perks
- ★ Conscious of values: sustainability, community pride, authenticity

### Key Behaviors and Media

- ★ Eats out 1-2 times a week with friends, late-night or post-event
- ★ Checks/social shares campus hotspots and foodie finds
- ★ Drawn to brands that host events, give deals, and celebrate student culture

### Rationale

Amy's Ice Cream is branded as a creative, quirky, and community-driven establishment. Ann Arbor has a high demographic of college students, young professionals, and academically focused individuals. A campus trend setter represents these individuals, in addition to being socially active and having an interest in new experiences and unique brands. If Amy's Ice Cream centers the campaign on "The Social Student", the company can cultivate a loyal consumer base that accurately reflects the brand's identity and values.



# COMP SCI CHRIS



CHRIS JOHNSON

**Age:** 20

**Gender:** Male

**Major:** Computer Science

**Values:** Sustainability, innovation, positive local impact.

**Lifestyle:** Achievement driven, busy schedule with schoolwork and clubs

**Behavior:** Willing to spend money on eating out/treats, likes trying "Instagrammable" places and posting them, finds food recommendations on TikTok, IG, and Reddit.

**Motives & Barriers:** Likes feeling "in the know," valued, and rewarded for trying new places. Seeks group friendly and unique environments and promotional events. Limited by budget, tries only to spend \$5-10 per week on eating out/treats. Avoids chains and fast food.

**Why Chris?** Chris is our best fit customer: social, digital, values-driven, influencer to peers. He is an ideal "early-adapter" to generate buzz and post reviews at launch.



# COMPETITIVE RESEARCH & ANALYSIS

## Market Overview

- ★ U.S. Ice Cream Market: \$19B in 2024 (+2% annual growth)
- ★ Ice Cream Store Revenue: \$7.4B in 2025 (+5.8% yearly)
- ★ Consumption: 20+ lbs/person/year
- ★ Seasonality: Peak sales May–August; busiest afternoons/evenings/weekends
- ★ Premium Options & Non-Dairy: Demand rising with Gen Z

## Hybrid Competitors

### House of Chimney Cakes

- ★ Instagrammable, novelty downtown dessert

### Moka and Co.

- ★ Dessert and coffee pairing, cozy ambiance

### Bodega Bros

- ★ 24/7 viral desserts, trend-driven, late-night

## Local Direct Competitors



### Michigan Creamery

- ★ Top local share; <1% national
- ★ Michigan-themed flavors, campus location, strong loyalty<sup>1</sup>



### Blank Slate Creamery

- ★ All-natural, seasonal/non-dairy options, premium artisanal appeal



### Washtenaw Dairy

- ★ Long Standing local favorite, nostalgia, high traffic

## Insights

- ★ Amy's must create strong local recognition and authenticity to compete.
- ★ Peak times (summer, late-night, weekends) and delivery drive student sales.<sup>2</sup>
- ★ **Biggest opportunity:** Unique flavors, community tie-ins, and Gen Z marketing.

## Big Name Competitors



### Ben & Jerry's

- ★ (5% U.S. market; \$951M revenue)
- ★ Flavor innovation, activism, influencer events, high brand recognition<sup>3</sup>



### Insomnia Cookies (<1% U.S. market)

- ★ Leader in late-night desserts/delivery for college students, open till 3 AM<sup>4</sup>

## SOURCES

1. [Michigan Creamery - Ice Cream in Ann Arbor, Ice Cream Near Me](#)
2. [The Ultimate Guide to Ice Cream in Metro Detroit & Ann Arbor: Where to Cool Off This Summer](#)
3. <https://www.benjerry.com/values>
4. <https://www.thedailymeal.com/1366591/insomnia-cookies-students-campus-deal/>



# LOCAL COMPETITORS & COMPARISON

## Selection Criteria

- ★ Location & Walkability
- ★ Visual / Social Media Appeal
- ★ Variety & Dairy-Free Options
- ★ Unique/Trendiness
- ★ Convenience (Hours, Delivery)

## Key Takeaways

- ★ Amy's must build loyalty to compete with established favorites.
- ★ Expanding service hours and delivery will boost student appeal.
- ★ Standing out through local connection and creativity is key.

## Competitor List



### Ben & Jerry's

- ★ National brand, creative flavors, activism, sustainability
- ★ Student discounts, fun campus vibe
- ★ **Threats:** Strong brand equity, recognized activism, flavor familiarity, pricing promos



### Insomnia Cookies

- ★ Late-night dessert, founded by students, convenience-focused
- ★ Open till 3 AM, fast delivery, walkable
- ★ **Threats:** Dominance in delivery/late-night, deep campus integration



### Michigan Creamery

- ★ Locally sourced ingredients, community-centric, dairy-free offerings
- ★ Authentic Ann Arbor identity, espresso bar
- ★ **Threats:** Deep local loyalty, ideal campus location

Brand	Strengths	Student Appeal	Threats
Ben & Jerry's	Creative flavors, activism	Student discounts, nearby	Brand loyalty, pricing, flavors
Insomnia Cookies	Late-night, delivery focused	Open till 3 AM, fast	Strong delivery, campus culture
Michigan Creamery	Local, authentic, espresso	True Ann Arbor spot	Local loyalty, prime location



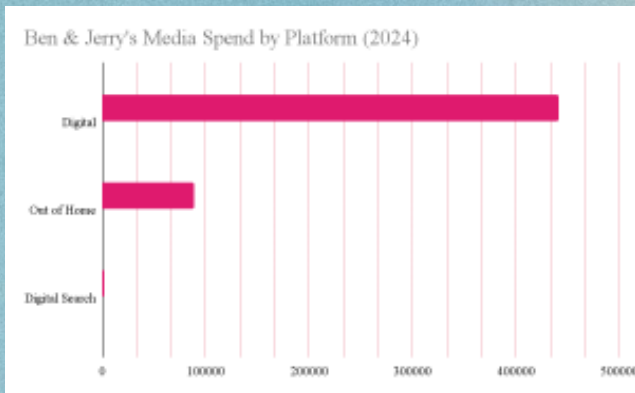
# NATIONAL COMPETITOR PRACTICE

## *Ben & Jerry's (Unilever Company) — 2024 Kantar/Winmo Data*

Ben & Jerry's, owned by Unilever, remains a national leader in the ice cream category through purpose-driven branding, strong digital storytelling, and consistent innovation. The company is valued for combining activism with indulgence.

### Data & Media Spend

- ★ Total Brand Revenue: \$59,604,000,000
- ★ Total Media Spend: \$619,295 (2024)
- ★ Overall Media Mix: Total \$532,433



### Key Insights & Strategic Takeaways

#### Purpose-Driven Marketing

- ★ Activism linked to product (flavor launches, campaigns)

#### Digital-First Media

- ★ Majority of ad spend on digital; Amy's should invest in TikTok, Instagram, influencers

#### Seasonal Strategy

- ★ Ben & Jerry's spikes media in spring/fall; Amy's can time marketing to align with school rhythms

### Actionable Takeaway

Reproduce Ben & Jerry's by blending authenticity, advocacy, and creativity—drive engagement with students using storytelling, social campaigns, and community initiatives.





# EVENT SELECTION



*University of Michigan Move-In Weekend Sponsorship (August 29-30, 2026) <sup>1</sup>*

## Why This Event?

- ★ Local, real-world activations
- ★ High student and faculty foot traffic at the start of the academic year
- ★ High energy with an inclusive atmosphere, giving Amy's the opportunity to capture incoming students and their families' attention
- ★ Can track social media engagement increase through this event using metrics-views, interactions and followers gained

## Quantitative Support

- ★ 8,000+ undergraduate students were expected during move-in weekend the previous summer <sup>2</sup>
- ★ Newsletter sign-ups and social media post tagging at the event allow Amy's Ice Cream to track engagement and build a local digital audience
- ★ Heavy social media usage (53% daily Instagram, 41% daily TikTok) <sup>3</sup>
- ★ 38% Gen Z adults would like to see restaurant social media pages <sup>4</sup>

## Qualitative Support

- ★ Engages Ann Arbor's "Social Student" archetype of group-friendly, social and experience-driven
- ★ Builds local brand awareness through authentic experiences, fostering loyalty with giveaways, stories, and interactive activities
- ★ Strengthens Amy's Ice Cream's positioning against local and national competitors by showing local relevance and student-centric perks



## Event Presence

- ★ Pass out free small scoops of vanilla & chocolate ice cream (650 per day) in exchange for newsletter sign-up
- ★ Host a social media challenge:
  - Attendees post photos/stories from the event on Instagram, tag Amy's and enter a giveaway for free ice cream for the semester

## Objectives

- ★ Drive audience engagement
- ★ Boost email/social audience
- ★ Achieve 35% increase in organic UGC
- ★ Grow campus awareness
- ★ Deepen community connection

## Measuring Success

- ★ Number of newsletter sign-ups
- ★ Volume of Instagram posts tagging Amy's Ice Cream
- ★ Foot Traffic Counts
- ★ Survey Feedback (optional at booth)



# MEDIA OUTREACH PLAN

Media Type	Channel	Timeline	Where/Target	Creative	Rationale
Offline Paid	Local College Radio Spot (WCBN-FM 88.3)	August 22-28	Local students, families, and faculty <b>within Ann Arbor radio reach</b>	30-second spot with a <b>call to action</b> : "Cool down during move-in weekend heat with a free scoop of vanilla or chocolate Amy's Ice Cream by just signing up for our free newsletter! Available for all students, faculty, and helping families during both move-in days outside of Bursley Hall. Up to 650 free scoops per day. Limit one per person."	WCBN-FM reaches UM students and families directly during high-attention moments (car rides to campus, unpacking). <b>Radio</b> provides <b>trusted, local authority</b> in this market
Online Paid	Instagram Sponsored Stories with Interactive Polls & Event Countdowns	August 24-29 Daily employment with countdown post 7/3/1 day(s) out	<b>Geo Targeted</b> : 12-mile radius around UM campus <sup>5</sup> <b>Audience</b> : Gen Z ages 18-24 <b>Behavior</b> : past engagement with food/restaurant content and college campus content	<b>Short video/photo compilations</b> : previous UM move-in scenes, Amy's Ann Arbor storefront, behind-the-scenes prep, student testimonials from past events. <b>Interactive polls</b> : "What's your move-in essential?" "Vanilla or chocolate?" Event <b>countdown timer</b> showing "X days until free ice cream." <b>Call-to-action buttons</b> : "Learn More" → links to event details	Instagram Stories reaches Gen Z at peak usage times ( <b>71% of Gen Z discover new products</b> on social; 66% browse for deals) <sup>3</sup> Geotargeting ensures spend only reaches UM area residents and likely move-in participants. Interactive elements increase engagement vs. static ads. Supports owned media posts by cross-promoting same creative assets.
Earned	Feature Story in <b>The Michigan Daily</b>	Pitch August 17 (print) Pitch August 24 (digital)	The Michigan Daily audience: <b>UM students</b> , faculty, staff, parents, Ann Arbor residents.	<b>Feature-style article</b> highlighting Amy's Ice Cream mission & brand story alongside the move-in, high-energy community moment. The article can include <b>quotes</b> from Amy's Ice Cream representatives and <b>students</b> accompanied by a social-media tie-in.	The Michigan Daily provides <b>third-party credibility</b> . Student-run publication = authentic voice trusted by Gen Z. Reaches target demographic at a moment they're <b>seeking campus activities</b> . Emphasizes inclusivity, community connection, and experiential value.
Owned	Amy's Ice Cream Website, Socials and Email Newsletter	Update August 17 (banner) August 24 "Save the Date!"	Amy's <b>existing followers</b> , subscribers, website visitors. <b>Geographic focus</b> : Ann Arbor area posts; broader posts for brand awareness.	Large, <b>eye-catching header</b> "FREE SCOOP during UM Move-In Weekend Aug 29-30" with photo of ice cream + students. Instagram posts announcing event with a <b>multi-slide carousel</b> . <b>Email newsletter</b> with social media tags and relevant links.	Owned channels <b>enable direct control</b> and newsletter collection (650+ signups). Staggered posts & interactive stories <b>drive engagement and algorithmic reach</b> . Email segmentation targets warm audiences. Website/social links <b>track traffic</b> .

Sources

1. [University of Michigan Academic Calendar](#)
2. [Student move-in brings traffic, parking changes to campus](#)
3. [Social Media Influence on Food and Foodservice – US – 2025](#)
4. [Social Media Influence in Discovery and Purchase – US – 2025](#)
5. [U-M Presence in Michigan](#)