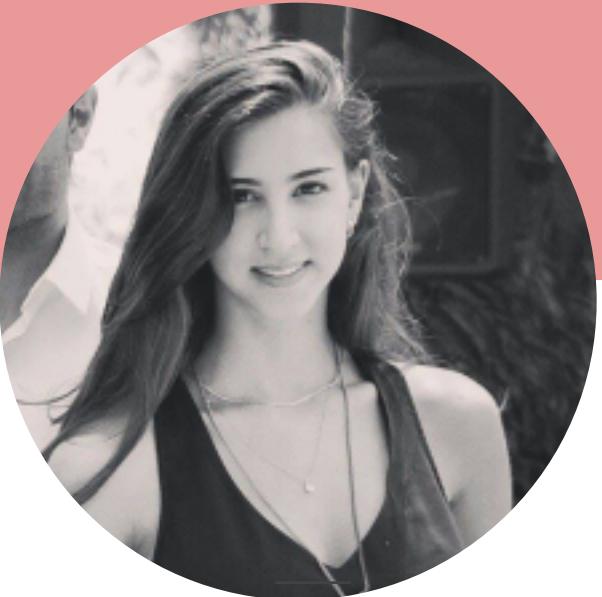


Merely Ice Cream

IS434 Social Analytics
and applications

The Team



Lara



Guy



Ishita



Benjamin

As a team we worked together!

Merely Ice Cream

Background

specializes in **natural ingredients & unique flavors.**

Small & 'Homie'

Serves also **Waffles & Macaroons**

Location

Located at **sunshine plaza**
situated in between
many **Universities & offices.**

Target audience

Frequented by many
students & working professionals.

Families on weekends

Value proposition

Creative products and flavors is what makes us special!



Horlicks
Panda



Nutty
Beer



Coconut
Juice

Business problem

Low social media
presence

- ❖ Low engagement level
- ❖ Lack of viral campaigns
- ❖ Poor food presentation
 - Lack of pictures by customers (waffle)

Social media presence

- Merely social media presence is very **sensitive to seasonality**.
- There are about **2,000 user generated posts** with the **#merelyicecream** hashtag on Instagram
- Number of likes and comments on the store's own Instagram page is **not too encouraging**
- Merely's strategy- **attract the Freshmen and newbies** in the city area through special discounts and offers



589

3,420

MerelyIceCream Competition Map

14 views

All changes saved in Drive

Add layer Share

Direct competition

Individual styles

Merely Ice Cream

Milkcow

The Daily Scoop

Category competition

Individual styles

Cold Stone Creamery

Marble Slab Creamery

Rabbit Owl Depot

Substitutes competition

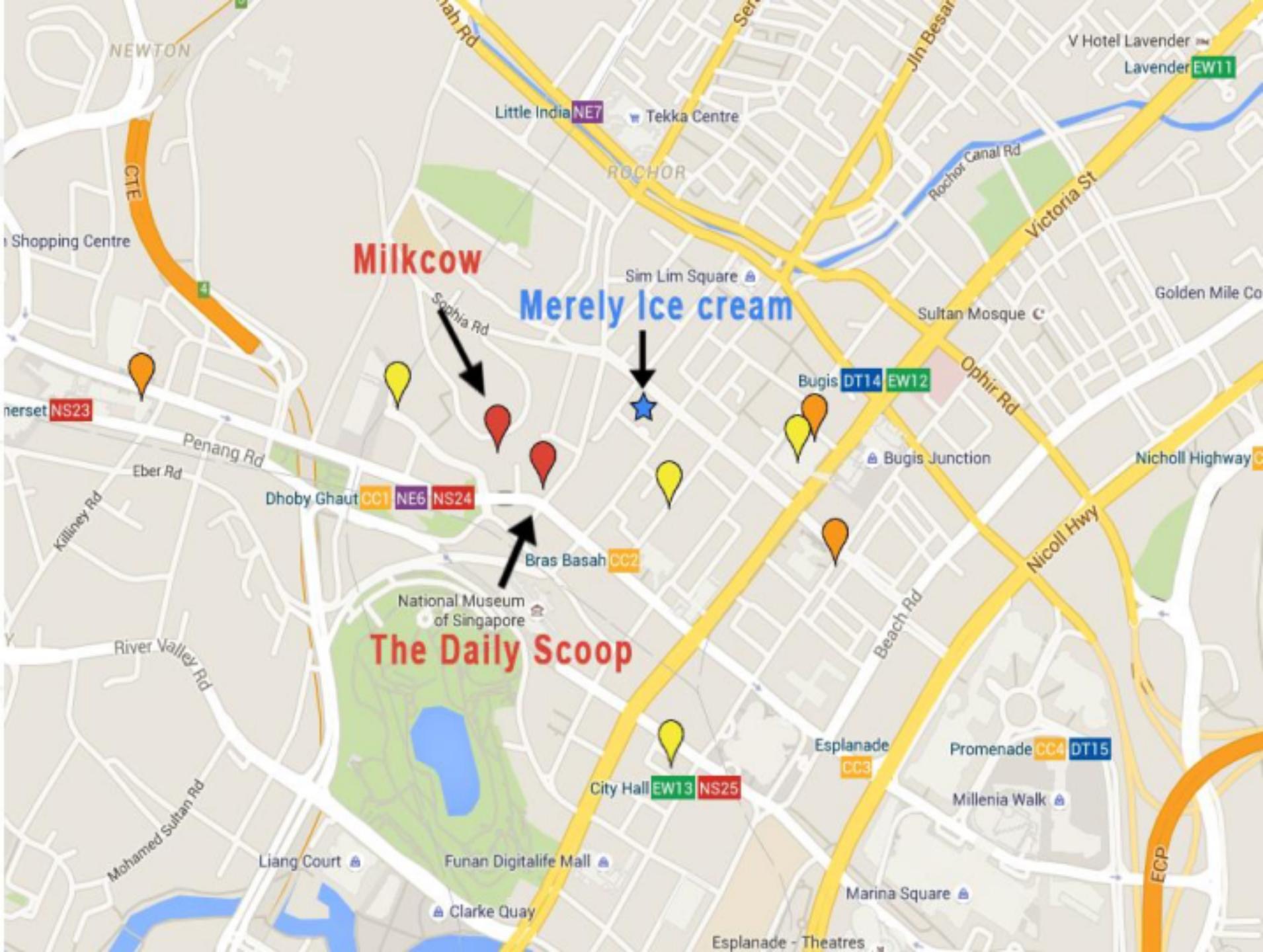
Individual styles

Llaollao p. singapora

Room for Dessert

Llaollao Bugis

Llaollao Capitol Piazza



Competition

Competition

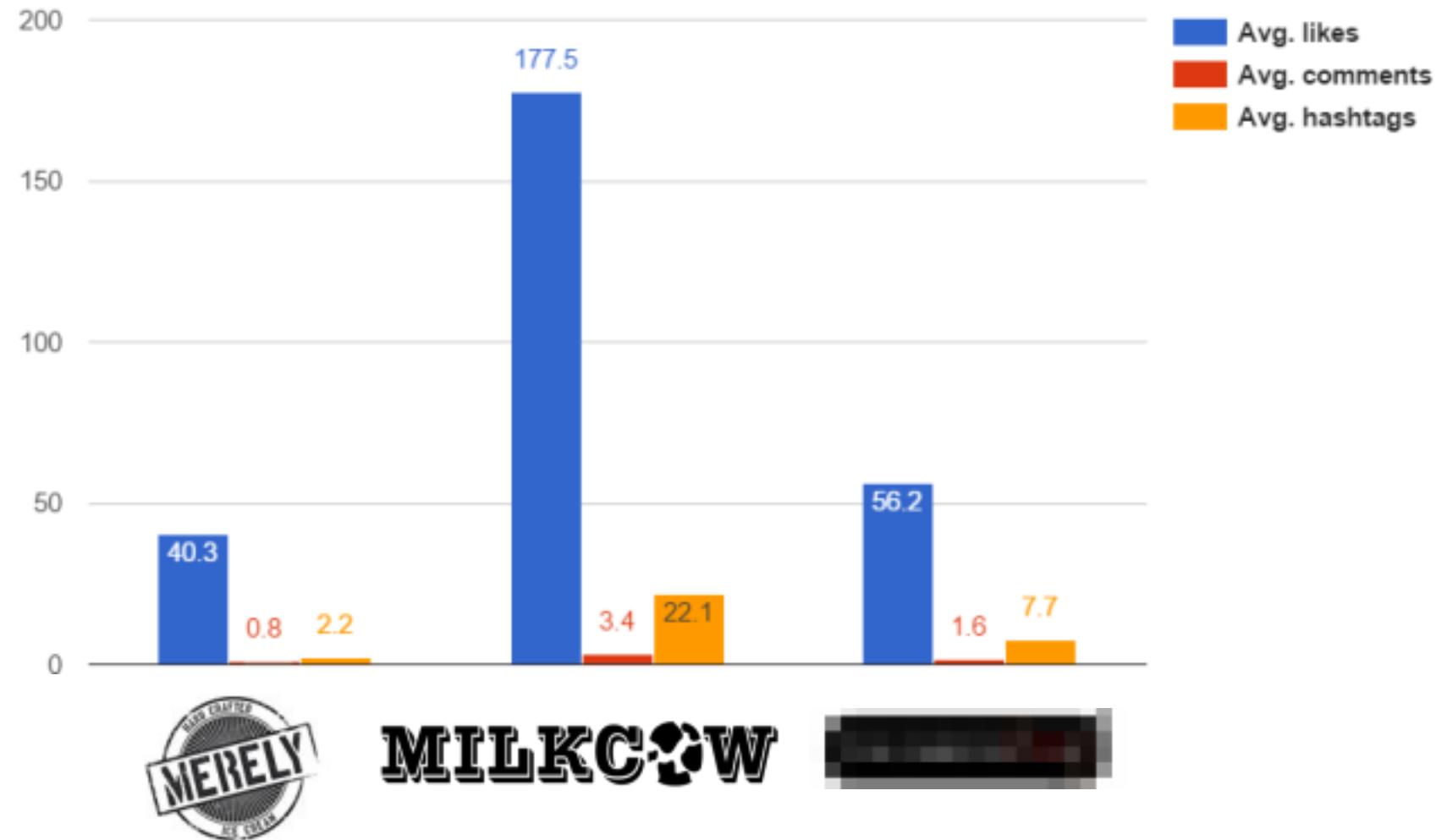
Companies pages analysis

Name of competitor	level of competition	distance from merely	number of likes on facebook	number of followers on instagram	Frequency of post on instagram
Merely Ice Cream			3420	589	1 per week
Milkcow	1	370m	17,128	3,009	1 per week
The Daily Scoop	1	310m	1,545	775	1 every 2 weeks
Rabbit Owl Depot	2	570m	2732	697	2 per week
Marble Slab Creamery	2	405m	10,192	355	2 per week
Cold Stone Creamery	2	1200m	11056	152	3 per week
llao llao(3 branches)	3	(800m)(642m)(550m)	13,385	595	3 per week
Room For Dessert	3	235m	679	Non	-

1 Level of competition are 1- Direct competitors, 2- category competitors 3- Substitutes competitors

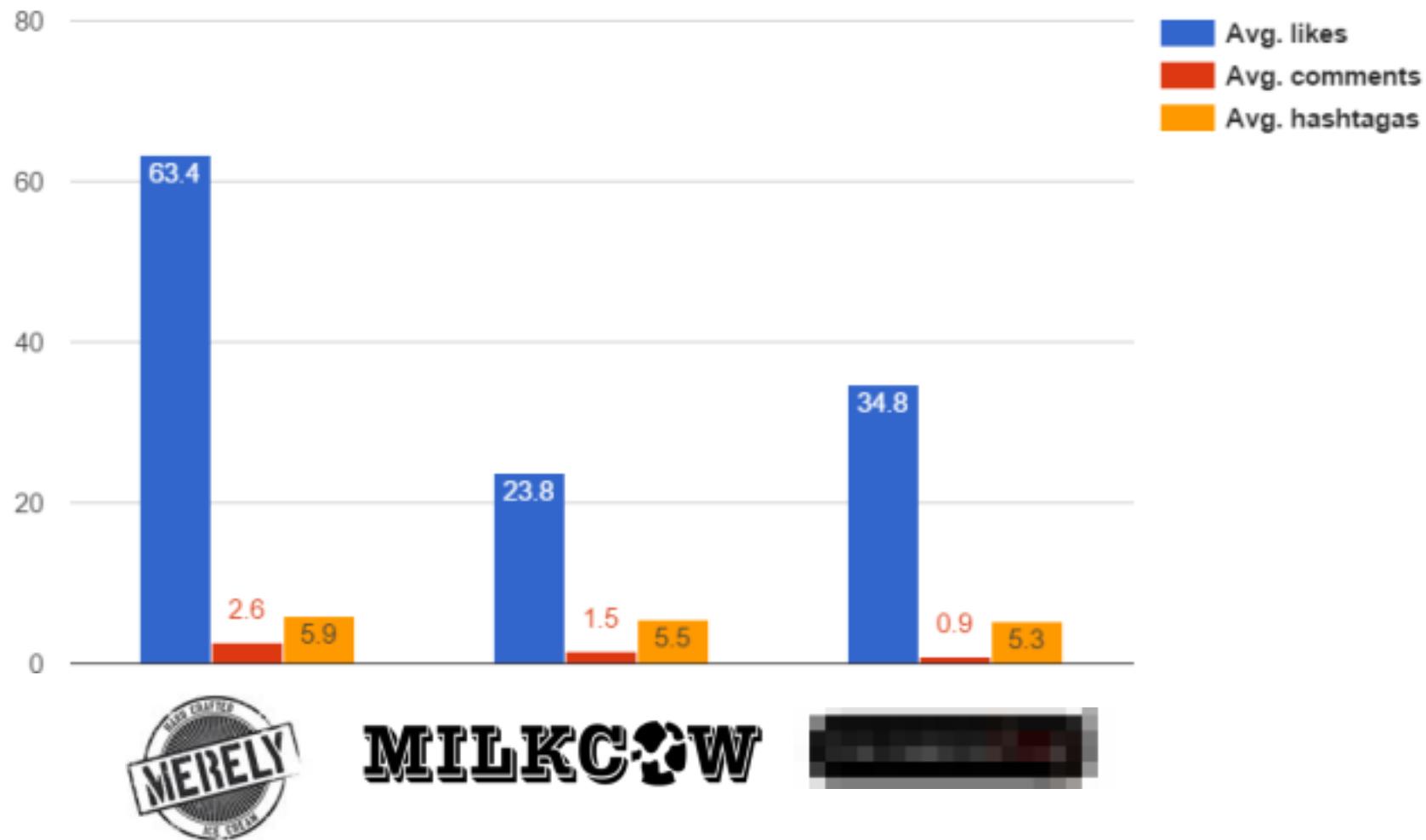
Competition

Companies posts analysis



Competition

Customers posts analysis



Competition - Insights

- Hashtags are good
- Most common topics → Flavor & Mood
- Customers posts > Merely Ice Cream's posts

Data Collection & Analysis

Data Collection

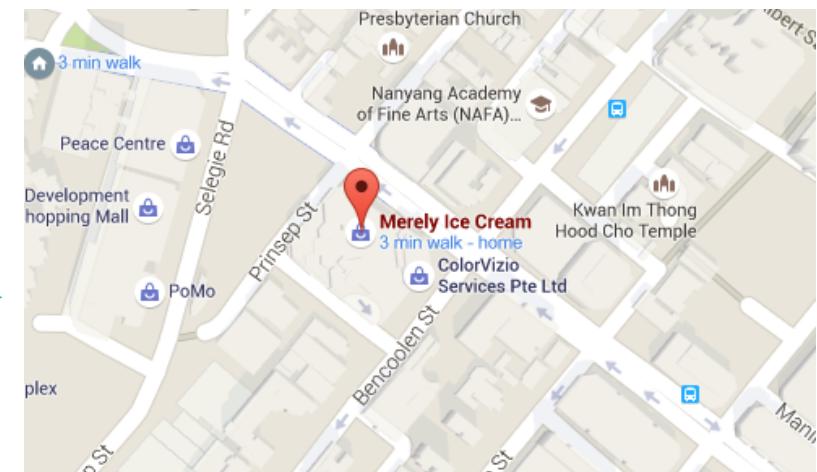


Crawled 2 sets of data using
Instagram API

Data Set A

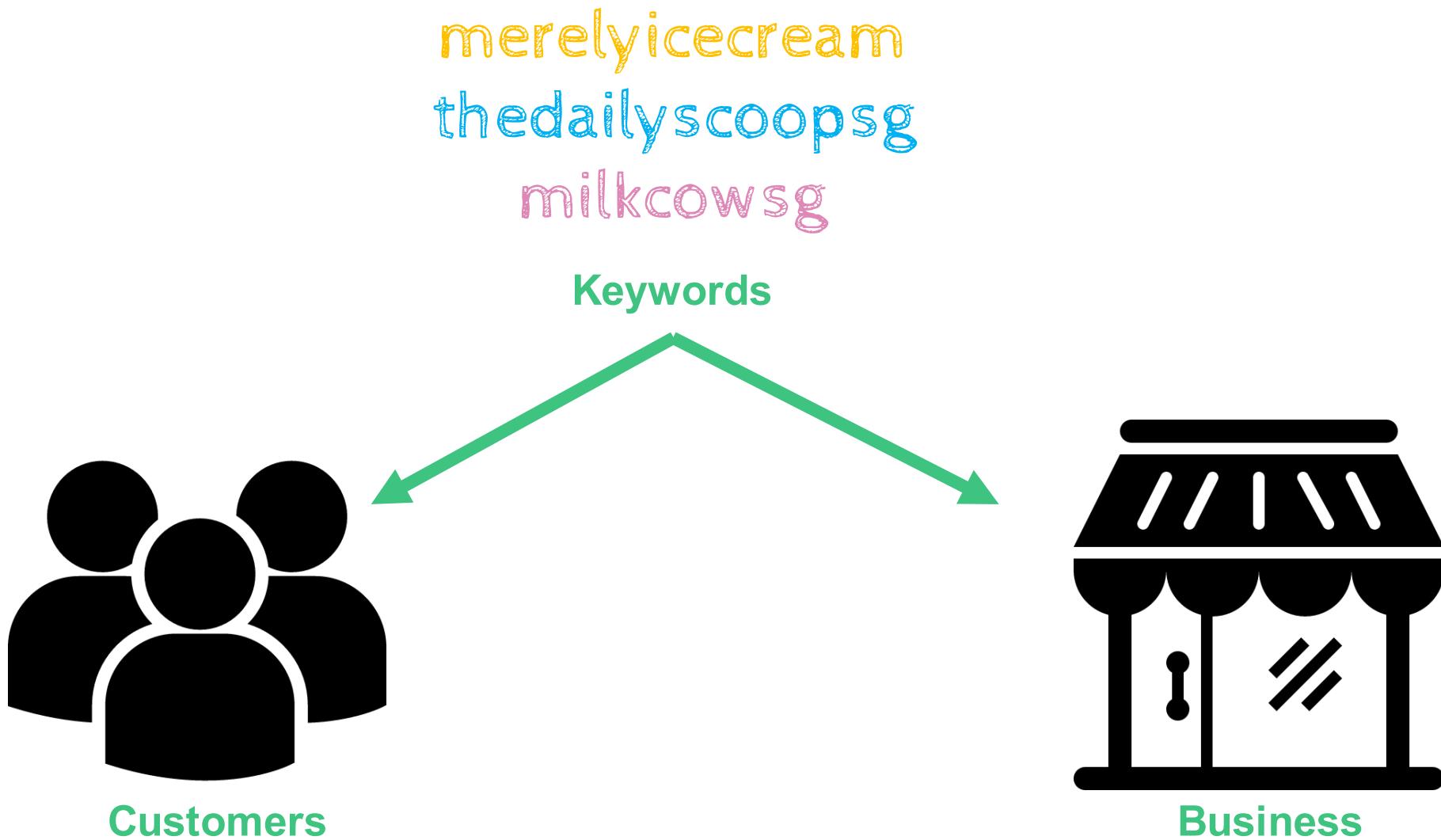


Filtered for Singapore



Filtered for Client Location

Data Set B



Time Series Analysis

Tested for frequency of posts to identify peak and off peak hours

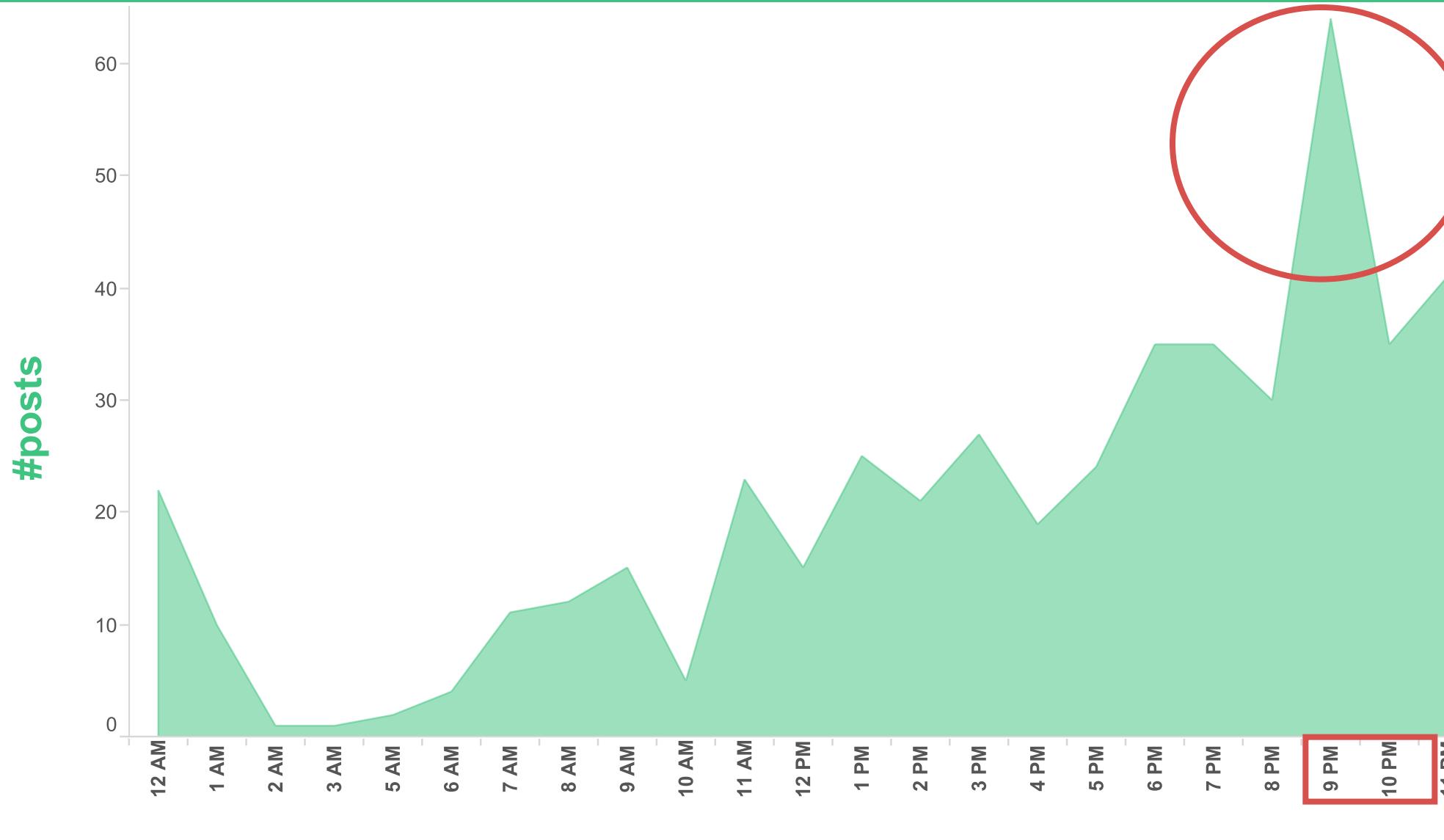


Hourly frequency



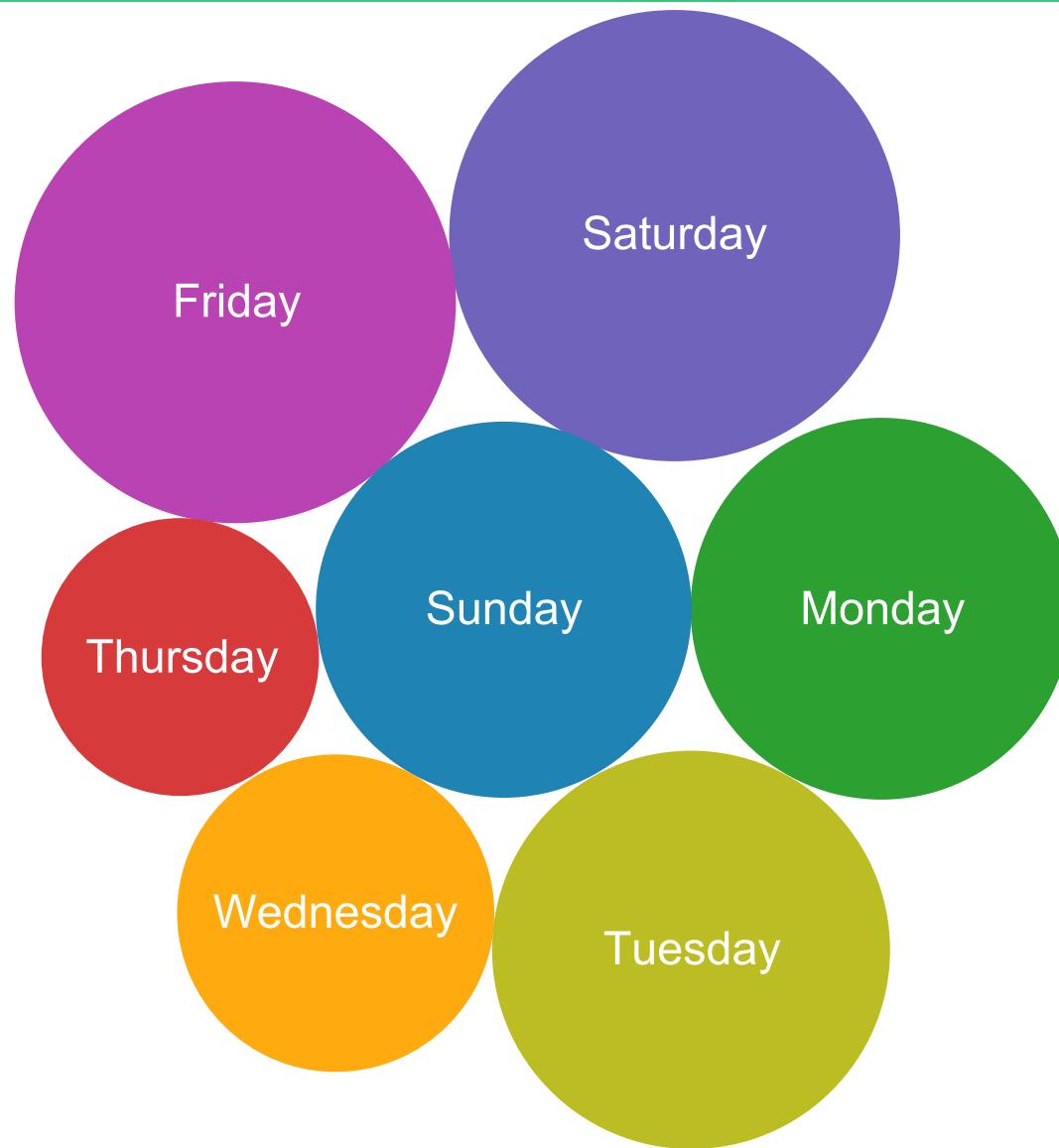
Daily Frequency

Hourly Frequency

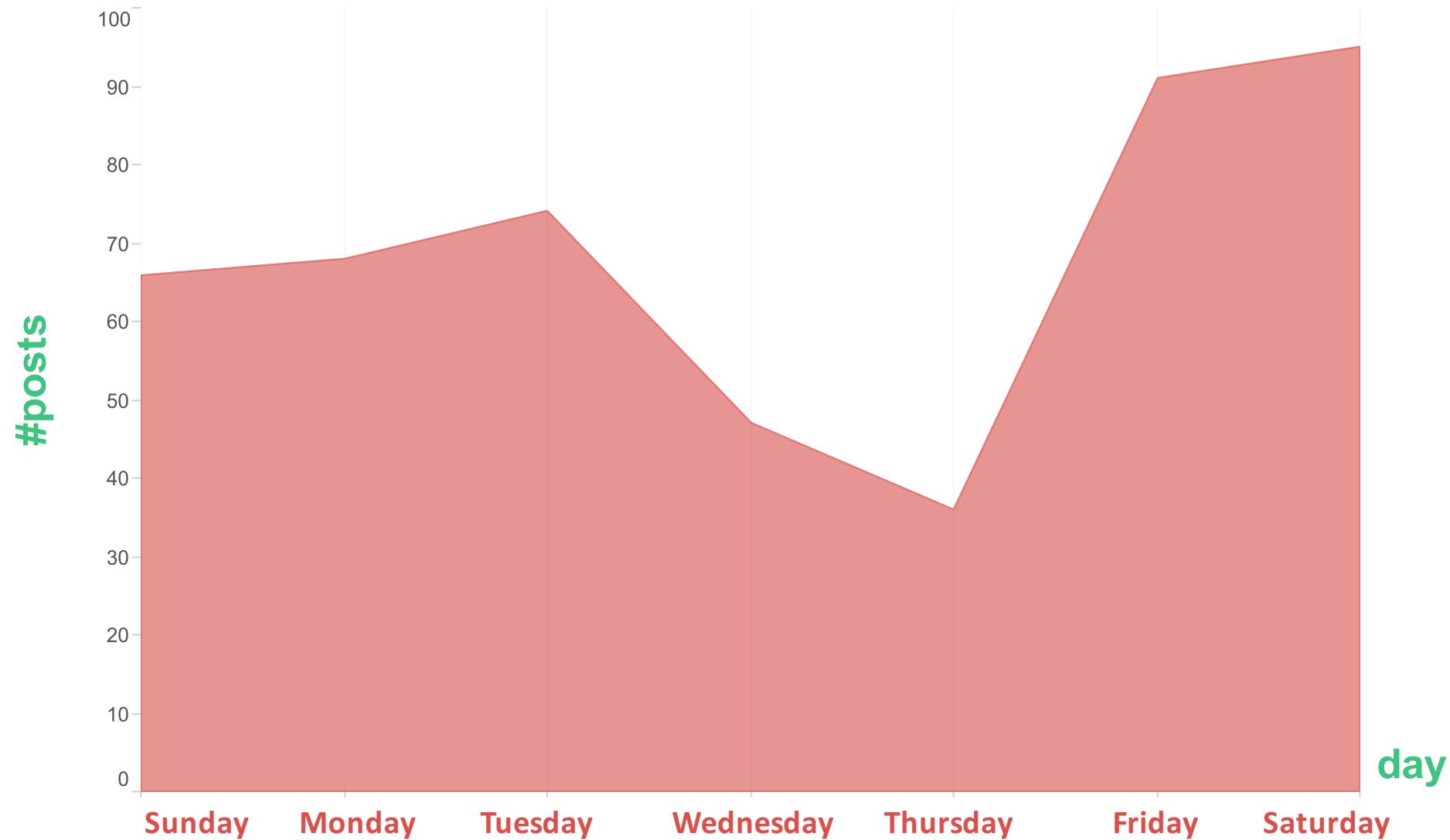


time

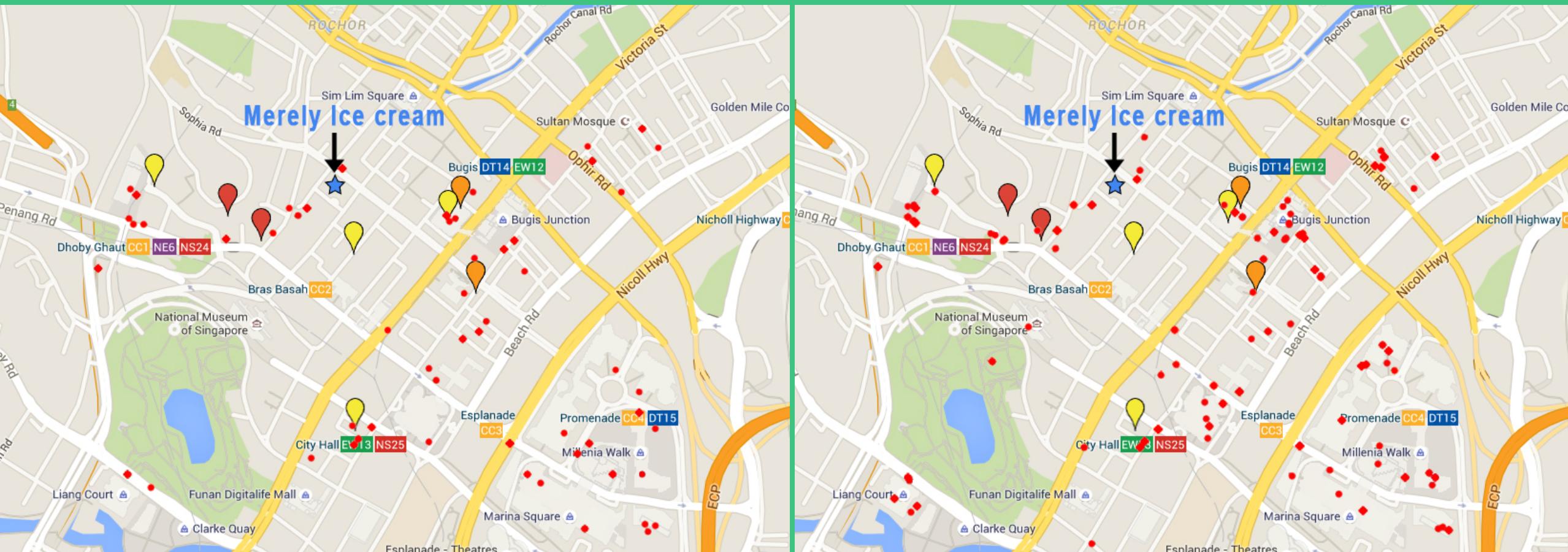
Daily Frequency



Daily Frequency



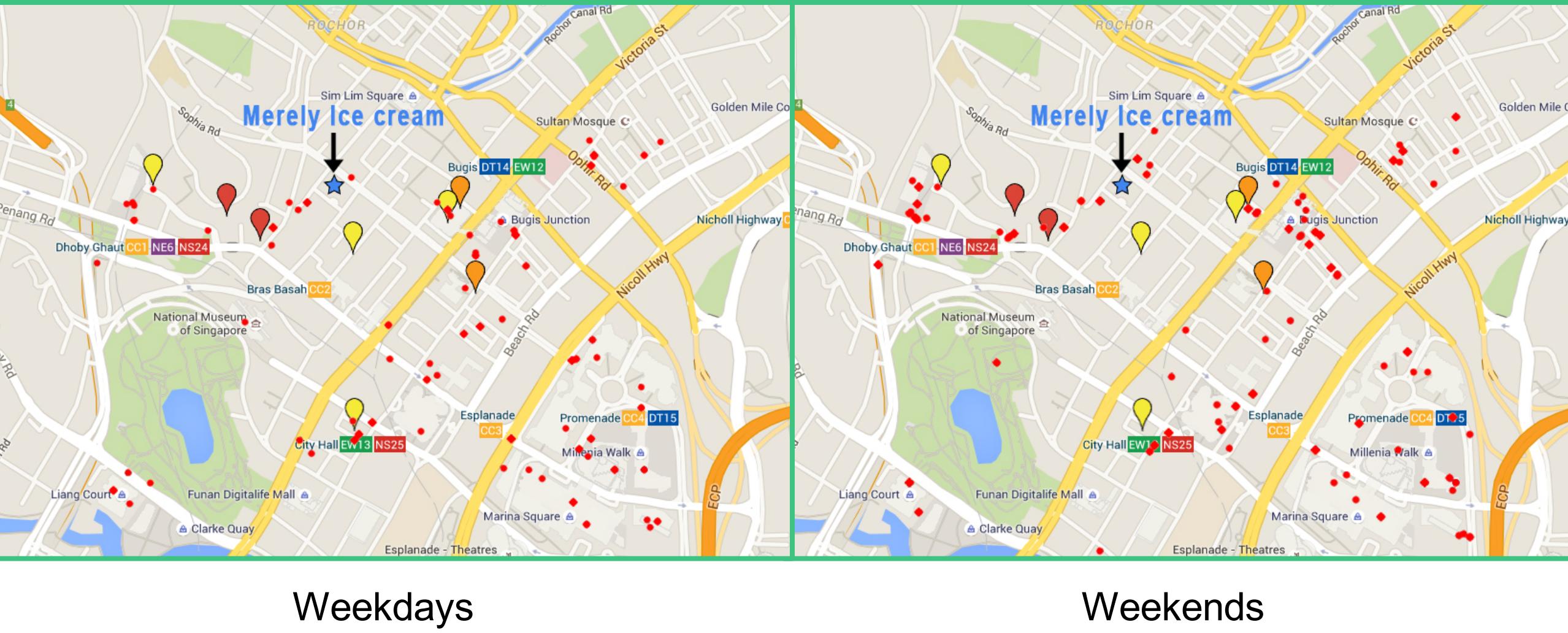
Traffic Distribution - Hourly



Before 3pm

After 3pm

Traffic Distribution – Weekly



Text Analysis

Gap in words and hashtags used by customers in comparison to Merely



CUSTOMER



MERELY

Text Analysis

Gap in flavours the two parties are talking about



CUSTOMER



MEREY

Text Analysis

Most popular flavours among users –

SALTED BUTTERSCOTCH

CHOCOLOATE

OREO

EARL GREY

WAFFLES

What Merely is talking about -

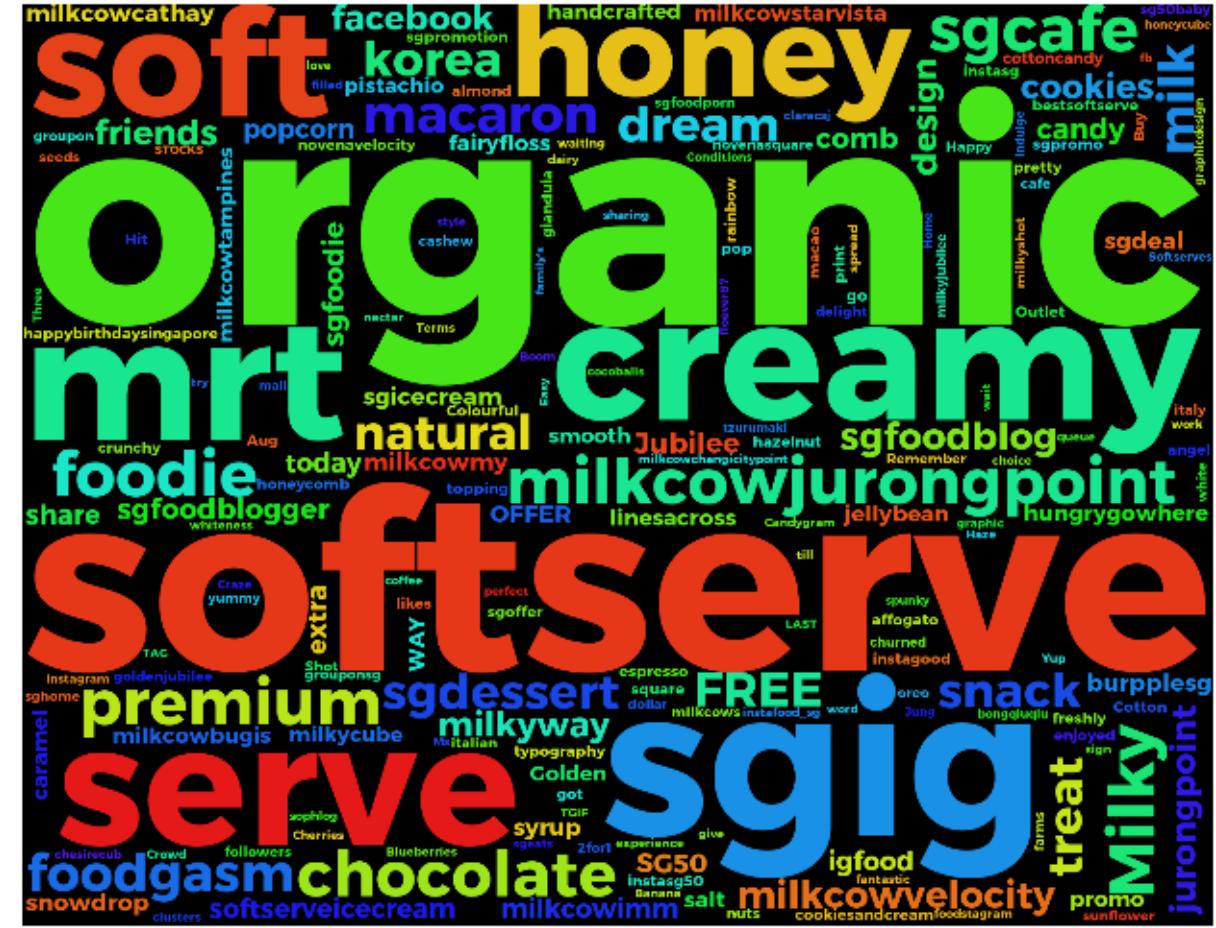
Horlicks Panda, Thai Coconut

Text Analysis

Customers at other cafes do not talk as much about ice cream



CUSTOMER



MILK COW

Social Analysis

Only 5% posts tag other people
Even fewer talk about special occasions like birthdays,
anniversaries

Recommendations

Hashtags

- #foodporn
- #instafood
- #sgfood
- #foodie
- #foodstagram
- #foodpics
- #yummy
- #foodgasm
- #icecream
- #dessertporn
- #igsg

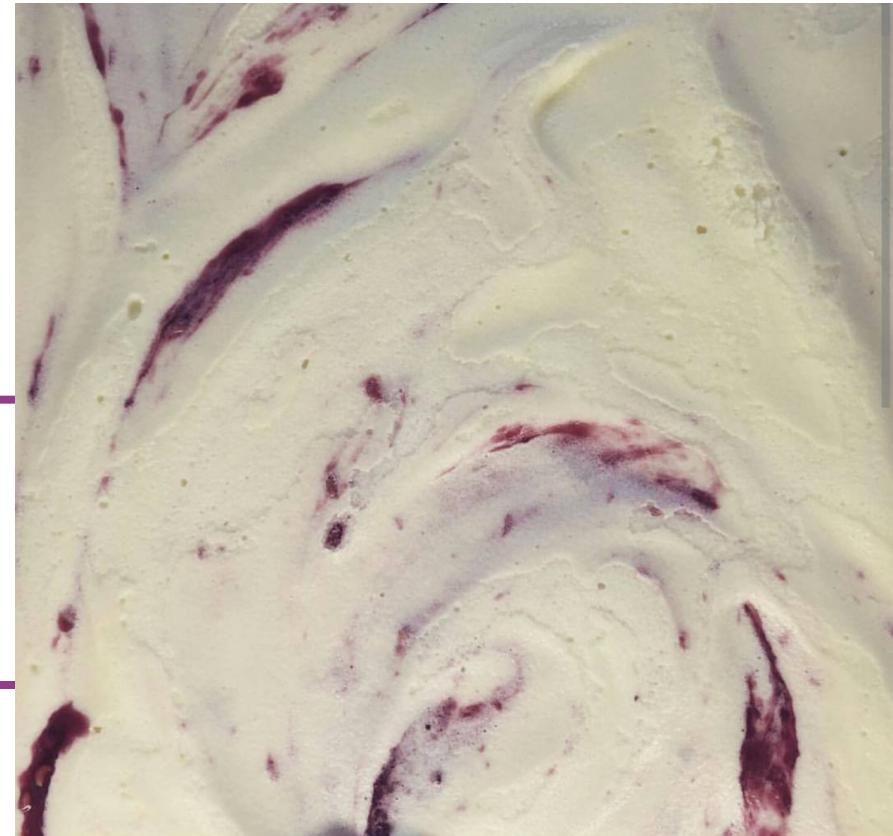
Peak Time

Aim – Encourage people to post about Merely!

- Lots of traffic to attract on Friday & Saturday!
- Have a flavour of the day with some deals on it
- Special deals to make sure people come to Merely

Peak Time

Release a new flavour every Friday
Make people anticipate something new coming up every Friday



laraliepic Guess witch new flavor is coming up this Friday at [#merellyicecream?](#)
Free scoop if you guess correctly...

Off - Peak Time

Aim: Attract people through discounts

- Group discounts for students - “Come take a break at Merely!”
- Have special products (better waffle toppings) just for weekday

Off - Peak Time

Aim: Attract people through discounts

- Can even allow students to study there in the morning
- Breakfast deals like Waffles and tea or milo to drive crowds in the morning



Flavours

- Talk a LOT MORE about new flavours
- Posts should have customers guess the next flavour
- Mini contests to excite customers and make them anticipate
- Mention the contest detail at the store as well



laraliepic #merellyicecream is looking for a NEW FLAVOR!
Any recommendations?
A free scoop is guaranteed to the chosen one 🏆

Special Occasions

- # of likes and comments on posts about birthdays is high
- Merely should encourage people with birthdays to post more
- Birthday schemes –
 - Bring a group of 10
 - Have a flavour named after you for a day!
- Merely can post about customers with birthdays
- Have the same caption and a birthday hashtag that is unique to Merely

Mood

- People post about moods when talking about ice cream
- Install a Photobooth corner with mood boards
- Placards with captions like “I feel Merry(LY)”
- Encourage people to pose and take pictures

Presentation

- Extremely important
- Needs to work on making food look better
- Immediately increases # of posts and interaction per post