

Hood Ice Cream Sandwich Creative Brief 2017

Date: March 21, 2017

Team: Shuqi Yan, Yijie Song, Samantha Harrington

Product/Service:

- The company was established in 1846 in Charlestown, MA.
- Hood ice cream sandwich is a frozen dessert consisting of ice cream between two chocolate cookies.
- The product was a favorite childhood treat in last century, but is now slightly outdated.

Role of communication:

- Raise awareness of the brand
- Reposition the product: ice cream sandwich can not only be a childhood memory, but also a fashion in your life.
- Help people to alleviate stress or frustration from their busy life by screaming or cheering for ice cream.

Action are you trying to inspire:

- Attract millennials to download the mobile app and purchase more ice cream sandwiches.
- Inspire people to come together with friends and family to reminisce using the popular song "I scream, you scream."
- Help people to alleviate stress or frustration from their busy life by screaming or cheering for ice cream.

Target audience/community:

- Millennials age 20-40, both male and female.
- Makes a salary of around \$40,000-80,000 a year.
- They are social media heavily users.
- They are practical but care about family and friends.
- They are middle class and living a face-paced lifestyle.
- They are pursuing a decent life but still keen on something fun and crazy.
- They love dessert and frozen delights, but may not put ice cream sandwiches as their first choice.

Current beliefs:

- Hood ice cream sandwich is a favorite childhood treat, but outdated now.
- The vanilla ice cream is their favorite flavor, but the package paper is sticky and the wafer is soggy...Delightful sandwich is only in their memories.
- The traditional package and flavors of ice cream sandwiches however, evokes reminiscent feelings.

Insights about our target:

- They are social media heavily users. 41% of millennials use Facebook every day. 83% of them reported having a Facebook account.
- They are practical but care about family and friends.
- They are pursuing a decent life but still keen on something fun and crazy.

Barriers:

- The ice cream sandwich itself used to be popular, but is outdated.
- Millennials love ice cream, but ice cream sandwiches would not be their first choice.

Expected Approach:

- Ice cream sandwiches are Mom's things. Adults eating ice cream sandwiches to reminisce.
- Little kids are the major fans of ice cream sandwich.
- Focus on advertising the ingredients and flavors.

Competition:

- Main competitors: Klondike, Nestlé Ben & Jerry, Fat boy
- Other competitors:
 - Stores Brands such as Wholefoods, Trader Joes
 - Healthier Brands (Gluten Free/Low Fat): Julie's, So Delicious, Ciao Bella, Skinny Cow
 - Other Ice Cream desserts, such as Oreo Ice Cream Sandwich Cake.

Main Idea:

- To convince millennials that Hood Ice Cream Sandwiches can be a good way for people to come together with friends and family to reminisce a childhood memory by screaming or cheering for ice cream. We also want to alleviate stress or frustration by screaming.

Convince millennials that Hood Ice Cream Sandwiches helps to alleviate stress or frustration because it can be a good way for people to come together with friends and family to reminisce on childhood memories.

Additional information:

- Some consumers admit that they love the texture of Hood Ice Cream Sandwich, which makes it different from its competitors.