



# BRAND BOOK

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## EXECUTIVE SUMMARY

Since 1905, Popsicle has been the popular, go-to frozen treat amongst American households, especially during the warm summer months. In more recent times, the Popsicle brand has experienced a serious disconnect with consumers due to ineffective, nonexistent advertising across all platforms and the failure to market the brand towards adults. With that being said, anything is possible with Popsicle! This statement will be put to the test as we attempt to leverage the Popsicle brand amongst a new target audience through new marketing objectives, a “brand blueprint”, strategies, & communications efforts.

Popsicle, the 4th most popular ice pop brand in the world, currently holds a 3.14% market share in the “Frozen Novelty” category. After experiencing a decline in market share and revenue the past few years, the brand still has the potential to expand its boundaries and to increase its position in the “Frozen Novelty” category in which their top competitors compete in.

Popsicle’s top competitors include Nestle (Outshine Fruit Bars), Jel-Sert (Fla-Vor-Ice), and Unilever (Walls Fruttare Bars). Nestle is a direct competitor when it comes to individually packaged ice cream and frozen treat products. Jel-Sert is a competitor that offers ice pops in bulk for a more affordable price. Also, Unilever offers healthier ice pop options that are made with real fruit and no artificial flavors. An advantage that Popsicle has over its competitors is their rich company history, originality, great tasting flavors, & the fact that Popsicle has a “nostalgic” factor that resonates the most with adult consumers.

In an effort to alter Popsicle’s brand image from appealing primarily to children to a brand that appeals to all, we are going to target the purchasers (F25-54) rather than the purchase influencers (children). After performing research and gathering insights, it has been concluded that our ideal target would be mothers who are nostalgic, family-oriented, frequent frozen treat indulgers; they are the type of people who grew up eating Popsicles, but currently buy for their kids. Most importantly, we decided to take the following consumer insight into consideration when guiding and setting the basis for our marketing communications strategies: “Frozen treats evoke memories of a happier, simpler time in my life”.

The communications efforts begin with the creative brief, which was constructed to serve as a guideline for two print ads to be featured in People and Family Circle magazines. The creative brief primarily focuses on using a nostalgic approach to resonate with our target and to have them think about what Popsicle means to them. The goal of both print ads is to encourage the consumer to connect with the brand by following Popsicle on social media, as well as to purchase the product.

In terms of innovative media strategies, Popsicle will use several tactics to reach our target at the right place and right time. The goal with these strategies will be to provide ways for consumers to engage with and experience the Popsicle brand through unconventional, memory-making activities. Some of these ideas include melting Popsicle stick crosswalks and Popsicle stick playgrounds, all of which can present a bonding experience for the target and their children.

Lastly, digital media strategies will be implemented in order to connect with our target where they spend most of their time: on social media. We will connect with the consumer on three platforms: Twitter, Facebook, and Instagram. Each platform will host a photo/video contest to encourage consumers to share their favorite Popsicle memories, stories, and experiences through user-generated content. Prizes will be rewarded & conversations surrounding Popsicle will surface.

Overall, the goal of this plan is to make the Popsicle brand relevant again amongst adults, the purchaser. The best way to do this is to present ways for our target to connect with the brand, to reference back to their memories with Popsicle, and to create new Popsicle memories with their kids along the way.

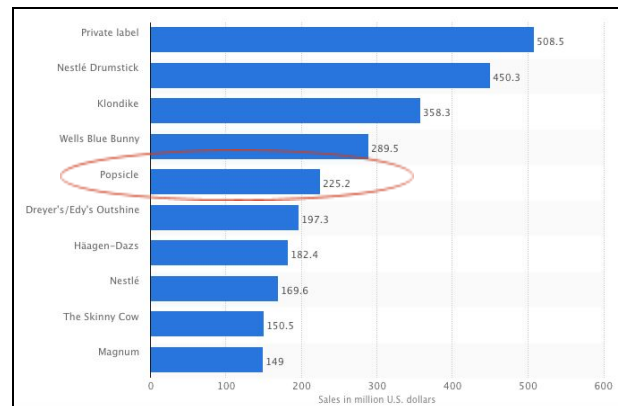
## SITUATION AUDIT

### Category

#### Brand Category

- Broad Industry
  - Popsicle's Parent Brand = Unilever
  - Popsicle can be viewed as a product of both the frozen dessert or ice pop industry
    - Competes against ice cream brands, dairy products, and other ice pops/treats
- Specific Category
  - Popsicle technically competes in the "Frozen Novelty" Category and holds a 3.14% market share (Market Share Reporter)
    - Other brands in the category: Nestle Drumstick, The Skinny Cow, Klondike, & Edy's
    - The frozen novelty category consists of packaged frozen desserts such as ice cream sandwiches, fudge sticks, and juice bars
  - Consumers view Popsicles more as an "ice pop" than a frozen dessert/novelty

Leading "Frozen Novelty" Brands (Statista, 2016)



### Category Trends

- History of the Category
  - Eleven-year-old Frank Epperson accidentally invented "popsicles" in 1905 when he left soda and a stirring stick in a glass outside overnight. He made them for his friends and then for his own children and finally patented the product in 1920.
    - Popsicle was the original innovator, brands like Nestle and Jel-Sert created their own version of ice pop products years later
    - The "Frozen Novelty" category evolved from just ice pops to expanding into other packaged frozen desserts, ice cream sandwiches, and juice bars
- The Category Today
  - Leaders in the category: 1) Nestle, 2) Unilever, 3) Blue Bell, & 4) Wells Enterprises
  - Sales of frozen & ice pop novelties reached \$4.6 billion in 2016 (Smart Brief)
  - New product introductions for the frozen novelty category in the U.S. show a 19% decrease (in consumer popularity) in the time period of 2015-2016 (FONA).
  - About half of frozen treat buyers are buying the same amount of frozen dessert products as they were a year ago and 29% say they are buying less (Mintel).
  - Continued innovation focusing on healthy indulgences, seasonal offerings and premium product innovation will help encourage the loyal consumers of this category to try new things.
  - In the category, there is currently an increase of non-dairy frozen desserts, including plant-based products that use milk fruits such as coconuts, almonds, cashews, bananas, avocados, etc (Packaged Facts)
- Future of the Category
  - In 2017, the U.S. "Frozen Novelty" category is forecasted to have a value of \$11,439.5 million, an increase of 11.1% since 2011 (Market Share Reporter)
  - Companies are looking to create and release more health conscious options
  - Increasing channels of distribution and promotion
  - Category players can aim at health through cues such as natural, premium, and whole, positioning the products as being both good tasting/good for you (Mintel)
  - Frozen yogurts are becoming major players in the category because they are healthier and are offered in a multitude of flavors
    - Their packaging is developed to attract children, who have responded significantly well (Future Market Insights)

- Major Demographic Trends That Affect The Category
  - The labor force participation rate for American women has risen steadily since the 1960s. Mothers were the sole or primary breadwinner in a record 40% of all households with children in 2011. This means that our target is more capable of having purchasing power for their households and they have more disposable income to splurge/impulse buy (Pew Research)
  - Millennials, young adults born after 1980, are the new generation for advertisers to watch out for and to target their messages towards more than any other age group. This is because they are easy targets; they are enthusiasts and frequent shoppers, constantly wanting whatever is new or popular in the marketplace (Pew Research)
- Societal & Cultural Trends
  - Older brands, like Popsicle and Nestle, must fight to maintain relevant amongst today's consumers and the newly introduced brands/products in the category
  - Due to an increase in consumer's hectic lifestyles, convenience stores are becoming the go-to place for treat purchases
  - Consumers are beginning to favor quality over quantity; they will pay more for a product if the brand delivers the quality they are looking for
  - The U.S. population is becoming increasingly more health conscious
    - 68% of consumers consider health-related attributes when purchasing ice cream and frozen treats (FONA)

## Competition

### The Brand's Key Competitors

#### 1. Fla-Vor-Ice (Parent Company = Jel Sert)

- Strengths:
  - Market Share - Ranks 1st in the Ice Pop category with a 37.7% total market share
  - Target Market Perception - Overall positive attitude towards product and flavors
  - Competition - Big competitor because the company has been around since 1926
  - Product - Products being available for purchase in bulk makes it a popular frozen treat option
  - Variety of Flavors - Fruity, Sugar Free/Light, Tropical, & Chocolate flavors
  - Distribution - Available for purchase online and at large chain grocery/convenience stores
- Weaknesses:
  - Financial Standing - Company revenue has slightly decreased within the last 5 years
  - Poor CRM - Very little feedback or fan interaction on social media/website
  - Research & Development - No new products or flavors introduced in over a decade
  - Product Design - Ice pop plastic packages viewed as a choking hazard for kids
- Core Identity Amongst Consumers:
  - Fla-Vor-Ice is the crowd-pleasing ice pop brand that allows you to treat yourself and your family to a refreshing snack while adding some flavorful fun to your freezer.

#### 2. Edy's Outshine Fruit Bars (Parent Company = Nestle)

- Strengths:
  - Edy's has a 3.67% market share in the "Frozen Novelty" category, leading Popsicle who has a 3.14% market share (Market Share Reporter)
  - Variety of Flavors - Coconut, grape, lemon, lime, mango, pineapple, peach, pomegranate, raspberry, strawberry, tangerine, as well as fruit and veggie mixes
    - Made with real fruit and have ½ the fat and ⅓ the calories compared to competitor branded ice pops
  - Positive consumer perception - Product seen as a healthy alternative to Popsicles
  - Nutritionist approved sweet treat for kids and expecting mothers because of its reduced sugar and real fruit flavoring
  - Distribution - Available for purchase at large grocery, convenience, & wholesale stores
- Weaknesses:
  - Faces heavy competition with store brands & other healthy frozen fruit bars
  - Little to no advertising and promotion for Outshine products
  - Weak social media presence and CRM
  - Lack of flavor options compared to competitors
- Core Identity Amongst Consumers:

- Edy's Outshine Fruit Bars is the brand the provides both a sweet and healthy alternative to regular frozen popsicles and is sure to keep you cool and refreshed.

### 3. Walls Fruttare Bars (Parent Company = Unilever)

- Strengths:
  - Products are available for purchase on a worldwide scale
  - Offers many flavors (Strawberry, Coconut, Peach, Black Cherry, and Mango)
  - The product's ingredients are from fresh fruit that are harvested sustainably
    - Fruttare is free from artificial ingredients and coloring
  - One of Unilever's most profitable products in the category
- Weaknesses:
  - Company has limited interaction with consumers through advertising and social media, which results in low customer awareness
  - The change of the season affects the sales of their products
  - Limited distribution channels in the United States
  - Popular in only a few select markets in the U.S. (more popular in Europe)
- Core Identity Amongst Consumers:
  - Fruttare Bars are the frozen treat that delightfully allows you and your friends to indulge in a refreshing moment without any guilt.

## Current Consumer

| Demographics (MRI+)   | Psychographics (Lifestyle)  |
|---|---|
| <ul style="list-style-type: none"> <li>● Gender: Female</li> <li>● Age: 25-54 years old</li> <li>● Ethnicity: Caucasian</li> <li>● Education: High School, No College</li> <li>● Occupation: Professional or related occupation</li> <li>● Household Income: \$75K - \$149,999K</li> <li>● Marital Status: Married</li> <li>● Children's Age: 8-16 years old</li> <li>● Region: Southern United States</li> </ul> | <ul style="list-style-type: none"> <li>● They spend their time going to the gym, travelling (family vacations), attending their kids' sporting events, volunteering for the PTA, having occasional GNO's &amp; date nights. They enjoy hiking, cooking, wine tasting, &amp; crafting/scrapbooking.</li> <li>● They prefer to do their grocery/misc. shopping at Target, &amp; clothes shopping for themselves and their children at the local mall (Old Navy, J.Crew)</li> <li>● Light magazine readers (AARP, Better Homes &amp; Gardens, Family Circle, Good Housekeeping, National Geographic, People)</li> <li>● Heavy Prime-Time TV watchers (E!, ABC Family, Food Network, Discovery Channel, Fox News, TBS, TNT, Lifetime, The Weather Channel)</li> </ul> |

## Relevant Research Learnings & Consumer Attitudes Towards Category

- Consumers view most frozen treats as "impulse buys"; not always a priority purchase
- Consumers like frozen treats that can satisfy their "indulgences"
- Mothers feel that frozen treats are a good reward for their child's good behavior
- Popsicles and ice cream treats remind adults of happy summer days
- Frozen treats are a way for parents to bond with their kids

## Characteristics & Product Usage of Target Consumers

- Benefits - Product is available year round, variety of flavors available
- Who is using the product - Mothers purchase the product, their children consume

## Why We Are Choosing to Target Our Current Consumers

- The research shows strong evidence that mothers (F25-54) are the primary purchasers of Popsicle and similar frozen treat products.
- It would not make sense to change the target demographic to a younger, nor older, audience because they most likely do not have young children (children are the purchase influencers of the product).

## Brand

### Brand Business Trends

- Popsicle holds 3.14% of the market share (Market Share Reporter) - slightly decreasing since 2011
- Various business ventures and co-branding with movie companies to promote upcoming films (Disney, Marvel, DC Comics, etc.)
- Two billion Popsicle® ice pops are sold annually
- 14.21 million Americans consumed Popsicle in the U.S. in 2016 (Statista)
- The brand introduced three new sub-brands in 2016: Popsicle Tropical Paradise, Popsicle Sugar-Free Red Classics, and Popsicle Teenage Mutant Ninja Turtles (Dairy Foods)
- As of April 2015, Popsicle sold \$129 million worth of product, and Fudgesicles sold another \$49 million
- Cherry is Popsicle's #1 best selling ice pop flavor (and has been for over 20 years)

### Brand Benefit Ladder

- Product Attributes
  - A Popsicle is an ice pop, which is a water-based frozen, flavored liquid snack
  - Popsicle's are offered in a variety of shapes, sizes, and flavors (30 variations)
  - Six different categories under the Popsicle name: Popsicle, Yosicle, Creamsicle, Fudgesicle, On-The-Go, and Better For You
  - Available for purchase at a variety of supermarkets, convenience stores, etc.
  - Product co-branding with different candy companies: Airheads, Jelly Belly, Sour Patch Kids, Jolly Rancher, & Tootsie Roll
  - Packaging advertises towards children by featuring show/film characters
  - Product is on a stick, individually wrapped, and can be bought individually or by the box (ranges from 8-20 Popsicles per box)
  - Must be refrigerated to enjoy
- Functional Benefits
  - Wide variety of flavors offered to satisfy personal preferences
    - Health conscious options (sugar-free), options for chocolate lovers (fudgesicles), options for sweet teeth/candy lovers (Jolly Ranchers), etc.
  - Very easy and convenient to eat (can eat with one hand)
  - Can be purchased, eaten, and enjoyed any time of the year
  - Popsicle products offer a way for consumers to indulge
- Emotional Benefits
  - Popsicles make consumers feel nostalgic of their childhood
  - Popsicles are a treat that can be shared and can help friends/family bond after a meal, at a special event, or just because
  - Popsicles are a special treat that will help people cool down on a hot, summer day
  - Popsicles bring increased happiness based on special taste
  - Popsicles make consumers feel a sense of ease because of how accessible the brand is and how easy they are to eat

### Brand's Core Identity

- Popsicle is the original frozen novelty brand that delivers great tasting flavors that only Popsicle can please, while bringing joy and refreshment to families all year round.

## SWOT ANALYSIS

| Strengths   | Weaknesses  |
|---|---|
| <ul style="list-style-type: none"> <li>• They are the “original” ice pop (est. in 1905)</li> <li>• They co-brand with popular entertainment companies (Nickelodeon &amp; Marvel)</li> <li>• They occasionally merge with specialty candy companies (Tootsie Roll, Air-heads, Jolly Rancher)</li> <li>• They hold a high market share in the “Frozen Novelty” category</li> <li>• Twitter is leveraged for customer service and resonate some of the brand signals</li> </ul>                | <ul style="list-style-type: none"> <li>• Due to lack of advertising, the brand is becoming “forgotten”; brand relevance is definitely an issue</li> <li>• Brand fails to emphasize their healthy alternatives</li> <li>• They are pricier than competitive brands in the marketplace</li> <li>• Sometimes viewed as being just “sugar water” instead of a frozen dessert</li> <li>• Production failures, such as broken sticks/empty packages are reported often</li> </ul> |
| Opportunities   | Threats   |
| <ul style="list-style-type: none"> <li>• Opportunities to mass market/advertise their brand more often</li> <li>• Co-branding with more brands that appeal to people of all ages (not just children)</li> <li>• Engage in more promotional activity</li> <li>• Opportunities to create and sell Popsicle product extensions (other frozen treats, snack foods, etc.)</li> <li>• Positioning the brand as a multi-purpose product (encouraging other ways to consume the product)</li> </ul> | <ul style="list-style-type: none"> <li>• Competitors who offer healthier product options (Nestle)</li> <li>• There are generic store brands available for a lower price</li> <li>• Weak and declining category growth</li> <li>• Ice cream products in the category are a threat to Popsicle and their product offerings</li> <li>• Societal trends and change in preferences; consumers wanting more healthy or indulgent frozen treat options</li> </ul>                  |



## BRAND BLUEPRINT

### Marketing Objective

Increase and encourage usage amongst current users year round, and to change Popsicle's brand image from appealing primarily to children to a brand that appeals to all (adults and kids).

### Core Target/Insight

Core Target: Family-oriented, frequent frozen treat indulgers; adults who grew up eating Popsicles, but currently buy for their kids.  
Insight: To adults, frozen treats evoke memories of a happier, simpler time in their lives (childhood).

### Target Values

1. They value an active, health conscious lifestyle
2. They look for ease & convenience in everything they do
3. Willing to spend more for quality
4. Price is more important than any other purchasing factor
5. Frequent impulse buyers
6. They value time spent with family
7. They have a "sweet tooth" and specific ways to satisfy it

### Brand Benefits

1. Wide variety of flavors to satisfy personal preferences
2. Very easy and convenient to eat
3. Can be purchased, eaten, & enjoyed year round
4. Gives consumers a sense of ease (product accessibility)
5. Special treat that helps you cool down on a hot, summer day
6. Makes consumers feel nostalgic of their childhood
7. A treat that can be shared and enjoyed with others

### Brand Positioning

For mothers (25-54) who put their families first, Popsicle is the frozen novelty that brings happy, nostalgic memories to consumers through their variety of original, great tasting flavors & their ability to satisfy the taste buds of all ages.

### Brand Character

Popsicle is the cool and vibrant brand that values originality, creativity, and youthfulness.

### Brand Essence

Creating Memories Through Flavorful Fun

## CREATIVE BRIEF

**Brand: Popsicle**

**Brand Manager: Natalie Edwards**

### **Why Are We Doing This Communication?**

Over the past 15 years, the Popsicle brand has experienced a serious disconnect with consumers due to nonexistent/ineffective advertising across all platforms and the failure to market the brand towards adults. So, we need to focus communications primarily towards frozen treat purchasers (vs. purchase influencers – children), in an effort to alter Popsicle’s brand image from appealing primarily to children to a brand that appeals to all (adults and kids). Also, Popsicle can be differentiated from other frozen novelties because of its “nostalgic” aspect. With that being said, we must reconnect Popsicle to our target by taking a nostalgic approach for them to reminisce, reestablish, and ultimately maintain a more personal, emotional relationship with the brand. Emphasizing a newfound respect for a once loved childhood novelty will keep the conversation going and will change the way people view and interact with the brand.

### **Primary Target Audience:**

Our prime prospect is the family-oriented, frequent frozen treat indulger; adults (preferably females, 25-45) who grew up eating Popsicles, but currently buy for their kids – “Popsicles defined my childhood”. They have a positive attitude towards Popsicle, but the brand isn’t top-of-mind when wanting to purchase a treat to indulge; it’s either an impulse buy for their kids or they purchase it during the summer. They live an active & healthy lifestyle, value time spent with their family, and believe in creative self-expression. They have a strong sense of humor and feel that laughter is a vital part of their day. Most of their time is dedicated to their kids, so they often look for more “me” time/a way to escape from daily stress through travelling, shopping, or an indulgent “cheat” meal/snack. They are social media/pop culture savvy, & participate (post, tweet, blog) on a daily basis.

### **Behavioral Objective:**

We want to encourage consumers to *connect* with the brand by following them on social media and by making frequent purchases in-store.

### **Key Consumer Insight:**

*“To me, frozen treats evoke memories of a happier, simpler, more colorful time in my life [childhood].”*

### **Benefit to Be Communicated:**

The single-minded promise of this communication: bringing flavorful memories to all (emotional benefit).

### **Primary Supporting Messages:**

- With its creation in 1905, Popsicle is the original ice-pop brand
- Popsicles are a special treat that can be conveniently shared & enjoyed by all year round
- Popsicles come in a variety of great tasting flavors and categories that satisfy personal preferences (Popsicle, Yosicle, Creamsicle, Fudgsicle, On The Go, Better For You)

### **Brand Character:**

Popsicle is the cool and vibrant brand that values originality, creativity, and youthfulness.

### **Executorial/Media Considerations:**

This creative brief will be taken in consideration when creating 2 print ads. The print ads will feature a headline, visual, body copy, tagline, and Popsicle’s logo. The ads will appear in the following magazines: People, Family Circle, Women’s Health, and Food Network. Both print ads will be issued and featured during Q2 (biweekly basis). Two insertions will be placed in each magazine at a time to broaden reach and to strike interest.

# PRINT ADVERTISEMENTS

**Same Taste.  
Different Memories.**

Follow us on social media and share your favorite Popsicle memories, moments, or experiences using #MemoriesWithPopsicle.

*The Original Brand*  
**Popsicle**  
Since 1905.

**Popsicles  
make  
me  
think  
of...**

Whatever it may be, we all have our own unique memories with Popsicle.

For the chance to win an unforgettable summer getaway, share your favorite Popsicle memories & moments on social media using #MemoriesWithPopsicle.

*The Original Brand*  
**Popsicle**  
Since 1905.

## INNOVATIVE MEDIA STRATEGY

### Media Strategies

- Encourage consumers to experience the Popsicle brand through engaging, unconventional, larger-than-life ways.
- Get consumers to feel an emotional, nostalgic connection between Popsicle and their daily lives through interactive, memory-making activities.

### Innovative Media Ideas

1. Melting Crosswalk
  - Colored Popsicles will replace the white lines on a crosswalk (busy intersections in popular U.S. cities). The more people walk on them, the colors fade to reveal funny/engaging Popsicle jokes.
2. Children's Playground
  - Giant, Popsicle shaped seesaws & rebrand jungle gyms so that it looks like it was made out of Popsicle sticks, plus Popsicle stick benches in busy city parks.
3. Popsicle Photo Booth
  - Giant, life-sized Popsicles placed in certain areas in a park. They are actually photo booths/Popsicle vending machines that people can interact with.
4. Waterpark Takeover
  - Popsicle shaped floaties, Popsicle shaped diving board, Popsicle stick lounge chairs, Popsicle stick benches, beach balls, and shop carts at local pools/waterparks during a one week period during the summer.
5. CTA Popsicle Train Car
  - For one week during the summer (major U.S. cities), one train car (on each line) will be turned into a Popsicle shop. CTA riders can enter the train car & receive free Popsicles. Outside and inside of the train car will be old-school, Popsicle branded (for nostalgic effect).

### Visualization

Melting Popsicle Crosswalk



## DIGITAL MEDIA STRATEGY

### Engagement Strategy

To encourage consumers, through incentives, to share their favorite Popsicle memories, stories, and experiences through user-generated content (pictures, videos, and comments). This will allow consumers to “storytell” on behalf of the brand, and to get a conversation going surrounding Popsicle. Hashtags: #MemoriesWithPopsicle, #SameTasteDifferentMemories, #Popsicles4Life

### Digital Ideas

1. Facebook: “Share a Memory” Commercial Contest
  - A contest encouraging consumers to share their favorite, craziest, or most cherished Popsicle memories for the chance to be featured in Popsicle’s next commercial. Ten people will be chosen, and ten commercials will be created to promote Popsicle’s “Same Taste, Different Memories” campaign. To enter, users simply click on the contest link on Popsicle’s FB page, and they upload their pictures, videos, or comments.
2. Twitter: “Same Taste, Different Memories” Contest
  - A contest encouraging people to submit their stories, pictures, and videos for the chance to win a memorable summer getaway (for a family of 4) will generate buzz on Twitter. They must post a picture or video and explain what Popsicle means to them. They must include the hashtag #SameTasteDifferentMemories in their tweet to enter. There will be 1 grand prize winner, and Popsicle will tweet out the winner’s submission. The tweet promoting the contest will be “pinned” on Popsicle’s profile so that it can be easily seen.
3. Instagram: “Popsicles, Friends, & Memories for Life” Photo Contest
  - Encourage users to answer the questions: “Who did you share your Popsicles with as a kid” and “Who do you share them with now” by posting a picture and tagging that friend(s) who you would enjoy eating Popsicles with. Five people (and the friends they tag) will be chosen/eligible to win Popsicles for life. They must use the hashtag #Popsicles4Life to enter.

## CORE TARGET PERSONA



**Name:** Cindy Hoffman

**Race:** Caucasian

**Nickname:** Cin

**Religion:** Christian

**Age:** 35

**Region:** Florida

**Education:** B.A. degree

**Marital Status:** Married

**HHI:** \$120K

**Children:** 2

**Background:** Cindy Hoffman (35) is the wife of Jason (36) and mother to McKenzie (12) and Andrew (8). She resides in the suburbs of Lakeland, Florida, and has worked as a realtor for Century 21 for 11 years. She drives a blue Lincoln SUV, is a Disney World annual pass holder, and has two German Shepherds, Ruby and Rex. She is a “soccer mom” who manages the household (cleans, buys groceries, and takes the kids to their sports/extracurriculars).

**Personality:** She is fun, outgoing, reliable, optimistic, and a bit of a perfectionist. She puts others before herself because that’s the type of caring person she is. She is also a social butterfly who likes to be involved in the community and in her kids’ lives by constantly volunteering to coach their sports teams or to work events at their school. Her kids’ friends label her as the “cool mom” because she isn’t as strict as theirs. Most importantly, she has a sense of humor and believes that a day without laughter is a day wasted.

**Lifestyle:** She lives a hectic, busy lifestyle but loves every minute of it. If she isn’t at work, she’s taking care of her kids (driving her daughter to dance class, her son to soccer) or spending time with her hubby. She makes time for herself to work out at least 2x per week and to meet with her girlfriends at least once per week to catch up. At the end of each day, she likes to unwind in front of the TV with either a glass of wine or a frozen treat.

**Hobbies:** She enjoys travelling, shopping, photography, scrapbooking, and cooking. These are ways for her to have “me time”, to “clear her head”, and to create as well as reflect back on happy memories. She is also a foodie, so she enjoys trying new restaurants and cuisines with her husband (especially desserts).

**Passions:** She is passionate about keeping her family connected and creating memories by going on vacations (Disney, Bahamas, etc.), having family game nights, and eating dinner together. She is also passionate about being creative and encouraging everyone around her to express themselves through whatever they love: art, sports, photography, etc.

**Motivations:** Her kids motivate her to be the best mom she can be. Her kids are her life, and she wants to give them a childhood that was as fun and loving as hers was.

**Attitudes Towards Frozen Treats:** Popsicles are a summertime staple in her household. She may not eat them all the time, but she always keeps the fridge stocked in case she has a taste for them. Also, she grew up eating Popsicles and feels that they were such an important part of her childhood that she should share them with her kids. Her kids like the Firecracker flavor, and she’s quite the chocoholic, so expect to find Fudgsicles and Firecrackers in her fridge for sure. She loves frozen desserts and she isn’t afraid to indulge.

**Digital Consumption:** She is tech savvy, and is constantly attached to her iPhone 24/7 because her job requires it (work and mom duty): email, text, and phone calls. She has a Facebook, Twitter, Instagram, and Pinterest account. On all platforms, she is an active contributor by posting articles, sharing funny “inside joke” pictures or videos with her close friends, and commenting on people’s pictures (“LOL”). She checks her Twitter every few hours to catch up on her news. On Twitter, she follows her fav celebrities (Emma Watson), sports teams (Tampa Bay Rays), and news/media outlet accounts (CNN, E!). She also uses Twitter to complain to companies if she had bad customer service/an issue. She likes Facebook because it allows her to stay connected to her friends and distant family members. She makes posting vacation/event photo albums a priority. She likes Instagram because of her love of photography. She uses Instagram to follow photography accounts to get inspired for upcoming projects. Pinterest is another way for her to organize her ideas by pinning and creating “boards” for things she wants to buy or do (furniture, clothes, and DIY projects).

## APPENDIX

### Research Results & Conclusions

1. Conclusion: Popsicle is a brand that makes consumers nostalgic of their childhood.
  - a. Finding - 100% of respondents linked their Popsicle memories to their childhood
  - b. Finding - "Childhood, tasty, messy, summer."
  - c. Finding - "When I played softball when I was younger [...] my mom would always bring Popsicles or something similar because it was always really hot outside"
  - d. Finding - "Popsicles were my childhood. You would always catch my brother and I eating these"

**Implication: Popsicle should take advantage of consumers' nostalgia and possibly build a marketing campaign off of this. They are already known as the "original ice pop", so they should emphasize this in their positioning and incorporate nostalgic ideas to become more relatable to adults.**

2. Conclusion: As children grow into adults, their uses for Popsicle changes.
  - a. Finding - When a majority of our respondents were kids, they recognized Popsicles as just a snack to eat with their friends or family.
  - b. Finding - Our respondents explained that as adults, they use Popsicles for many purposes: to reward their children, for when their kids are teething, for when they are sick, for "adult beverage" recipes, and more.

**Implication: Through the years, Popsicle has proven itself to consumers that they are a multi-purpose product. Popsicle should take these different "uses" into consideration and promote them. They can possibly reposition themselves as a brand that is more than just a frozen snack, they please many people for different reasons.**

3. Conclusion: Since Popsicle appears to primarily appeal to children, there seems to be a disconnect/lack of relationship with the brand amongst adults.
  - a. Finding - 100% of respondents haven't seen a Popsicle ad in the past year
  - b. Finding - Popsicle is not seen as a "priority purchase" and is not "top-of-mind"; they remember that the brand is there when they see it in-store
  - c. Finding - Half could not recall or describe Popsicle's style/branding

**Implication: The Popsicle brand probably assumes that their brand is strong enough that they do not need to advertise themselves. They need to rethink their advertising strategies in order to promote themselves more often, and they need to make an effort to establish a relationship with adults, as well as kids. They are losing relevance due to their lack of advertising and awareness.**

4. Conclusion: Opposed to other seasons, consumers only prefer purchasing Popsicles during the warm summer months.
  - a. Finding - 100% of respondents said that they purchase Popsicles only during the summer in addition to all year round.
  - b. Finding - 100% of respondents recalled their memories of consuming Popsicles was during the summer and outdoor activities (“barbeques”, “4th of July parties”, “pool parties”, and “baseball games”)

**Implication: Yes, it is common sense that people will more likely purchase and consume Popsicles on a hot summer’s day. But Popsicle should break the mold with their advertising to emphasize that their products can be eaten all year round. They should reposition themselves as an ice pop brand that is meant to be eaten and enjoyed any day of the year, not just for when the weather is hot.**

5. Conclusion: Other than just being recognized as a frozen treat, Popsicles are associated with having other product benefits year round.
  - a. Finding - Over 72% of the respondents affirmed they buy Popsicles to give to their children as a reward
  - b. Finding - Over 50% of the respondents see Popsicle as just a snack
  - c. Finding - Respondents said they use Popsicles for when they are sick (throat)
  - d. Finding - “I like how they are tasty and easy to eat [...] And my kids seem to enjoy them, so that's always a plus.”
  - e. Finding - “I like how they are refreshing and that I can use them for more than just an ice pop. I use them to make adult beverages”

**Implications: Children may influence the purchase of Popsicles, but adult preferences are key; they explore new ways to consume Popsicles. The Popsicle brand should take those new “ways” into consideration and emphasize those ways through their advertising. It would make the brand seem less traditional and outdated and more innovative/interesting.**

## Consumer Insights

1. “Frozen treats evoke memories of a happier, simpler, more colorful time in my life.”
2. “Popsicles are a stage you never grow out of.”
3. “Popsicles give me a way to indulge/satisfy my “sweet tooth” without feeling guilty about it.”
4. “Popsicles are the kind of treat that I enjoy, but do not necessarily want to be caught eating; associated for being a ‘child’s brand’.”
5. “Frozen treats are a simple, subtle, yet delicious way for me to spoil and connect with my kids; introduce them to something I loved in hopes that the feeling is mutual.”



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