



HANDEL'S[®]
— **HOMEMADE ICE CREAM SINCE 1945** —

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Situation Analysis

Tradition has always been something close to Handel's heart. After all, it was Alice Handel's old-fashioned recipes that caught the attention of the people in Youngstown, Ohio when she started selling her first batches of fresh ice cream out of her husband's gas station in 1945.

The people of Youngstown knew a good thing when they saw one and loved stopping by to pick up huge scoops of their favorite homemade ice cream filled with fresh fruit picked from Alice's backyard.

Fast forward 75 years and Handel's has kept their tradition of using the best fresh ingredients. Their stores now make fresh ice cream daily, one batch at a time, using products, equipment, methods, and recipes that are exclusive to Handel's. There's a reason why this all-American company has been named one of the best ice creams in the world.

Our goal is to establish a brand essence of "fresh nostalgia" through a social media campaign designed to bring awareness to a brand that's all about great ice cream and feel-good traditions.

Company Overview

THE BACKGROUND

Handel's has been around since 1945. For 75 years, their mission has been to create the best ice cream on the planet, which they've achieved by using an abundance of high-quality ingredients. Handel's provides special care in preserving the identity, flavor, and quality of each premium ingredient used.

THE CHALLENGE

The biggest challenge will be creating an awareness campaign. We want to let consumers know about everything Handel's has to offer in terms of products and locations, quality ingredients used, and brand personality/attributes. Social media has been decided on to reach the target audience in high quantities, and another challenge in itself will be breaking through the static and clutter on different social media platforms to captivate our audience's attention.

OUR SOLUTION

Establish a market presence by introducing Handel's to a new audience-but we won't forget about all the fans that got us here. We want to increase brand awareness, connect brand uniqueness with purchase motivations, and build loyalty. More than loyalty, we want you to become part of the family.

SWOT

Strengths



- Distinctive and premium
- Homemade quality
- Cult following
- Sense of community
- Nostalgic atmosphere
- Large portions of ice cream at a affordable price
- Affordable for a high product quality
- Large selection of flavors/seasonal flavors
- Unique flavors
- Variety of ice cream mediums

Weaknesses



- Customers can't see the different ice cream flavors in store
- Lack of brand awareness in Southern California
- Can't buy pints in grocery stores
- Long lines on peak days/times

Opportunities



- Grow Social Media accounts
- Influencer marketing
- Large chance to gain higher awareness from the local population
- Food Truck/Ice Cream truck/Ice Cream trolley cart
- Partnerships

Threats



- Trendy ice cream stores
- The economy
- Ice Cream Sandwich/ Cookie stores
- Dietary Restrictions

Competitor Analysis

PRIMARY RESEARCH

With Handel's only being sold within its own stores and not grocery stores like its competitors Ben and Jerry's, Baskin Robbins, and Cold Stone Creamery. Our research shows that 74% of consumers have not heard of Handel's.

OUR TAKE

We feel that Handel's should not compete in the frozen dairy dessert category, but rather have customers identify Handel's as an All-American, great value and high-quality treat that offers a variety of flavors and satisfaction. We want our customers to feel as if they've been a part of our family for years, and live in the sweet moments as they create new family traditions.



BASKIN ROBBINS
NUMBER ONE COMPETITOR

Baskin-Robbins has 31 flavors and has been a brand with strong fan loyalty. They have been established for 75 years and offer a variety of similar frozen dessert products as Handel's. One of their stronger points of sale is ice cream cakes. Handel's does sell ice cream cakes but doesn't display it as Baskin Robbins does. Their quality differs vastly from Handel's, as well. Their ice cream is kept in deep freezes and is made off-site.



Handel's currently competes in the Frozen Dairy Dessert Category. This is premium ice cream shops and specialty and traditional ice cream shops.



COLD STONE
CREAMERY

Cold Stone offers premium ice cream and a unique experience of making the ice cream on slabs in front of the customers. Their creamy ice cream is often mixed with cake batters and an array of premium ice cream choices. This brand is on the higher end of ice cream shops, but they offer a quality product. In addition to delightful ice cream combinations, they offer ice cream cupcakes and ice cream cakes.



BEN & JERRY'S

A large leader in the ice cream industry that's also sold at grocery stores, Ben & Jerry's has built their brand recognition through unique flavors and names. They've used a unique marketing technique of creating celebrity-inspired flavors and also name their flavors after songs and movies. As part of their marketing, they also give back to causes that are important to both them and their consumers.

Taste Test

We found the most effective way to test if quality could be determined was to perform a taste test with **15 participants**. Handel's vs. Thrifty's with flavors: *Mint Chip, Raspberry Cheesecake, Cotton Candy, Butter Pecan, and Cookies & Cream*.

BRANDS: Handel's, Thrifty's

INSIGHTS: Most of Handel's flavors were preferred

FLAVORS: Mint Chip, Raspberry Cheesecake, Cotton Candy, Butter Pecan, and Cookies & Cream

OUR FINDINGS

Most participants were willing to go to Handel's to have their ice cream again. Participants described Handel's as creamy and better quality. The Raspberry Cheesecake and Mint Chip were the **avored flavors**.

CONSUMERS VOICE

1. "Not boring, that's for sure."
2. "It's not milky, but rather its creamy."
3. **"You can taste the quality in every bite."**
4. "It doesn't taste like fake ingredients. It makes it worth the sugar."
5. **"Higher quality, more cookie flavor."**



Research Breakdown

Our research breaks down into **562 completed online surveys**, of which **200 were completed intercepts**. We held a focus group of **15 participants**, ages ranging between **18-67**, as well as **completed 30 ethnography studies**. Our **online survey reached** ages 17 & younger all the way through 70 & older.

WE DISCOVERED:

During the focus group, Handel's beat Thrifty's when it came to taste, texture, consistency, and add-ins. The **color difference** between the flavors was an indicator of quality for many of the focus group participants

When comparing the two cheesecake flavors the focus group mostly commented on the fact that Handel's had real bits of cheesecake mixed in. The **natural add-ins** that Handel's keeps in their ice cream is an important strength that was very apparent.

Ice cream is used as a way to **change people's moods** and is seen as a treat that makes people feel better.

People mainly enjoy ice cream with friends or family mainly, and don't go out on their own unless it's to the grocery store to get some.

Like, Share, Comment!



of our survey participants stayed connected through some form of social media

If you don't have anything nice to say



of our survey participants said stores with positive reviews are more likely to get their business

Baby I'm worth it!



of our survey participants think quality and flavor make ice cream "worth the sugar"

Won't break the bank



of our survey participants agree \$5 to \$6 is the max they'd spend on premium ice cream

Consumer Profile

Eva, 74



Eva loves being active and staying fit. After a busy work week, she loves attending her weekend morning pilates classes at her local gym. Eva's really outgoing and makes friends everywhere she goes. She told her gym friends about the best ice cream she's ever had and now they all take part in a Saturday tradition of going to get Handel's after their class. Eva's favorite flavor is strawberry.

Daniela, 20



Daniela is a college student with somewhat of a tight budget, but she loves going out and having fun with her friends. Daniela and her friends consider themselves foodies and love sweets. They're always trying new ice cream places and that's how Daniela found out about Handel's. She loves going there with her friends and trying all the different flavors and posting pictures and videos about them on Instagram and TikTok.

Joe, 44 and Trisha, 40



Joe and Trisha love spending time as a family with their two kids. Trisha works hard as a stay-at-home mom and loves to cook and share her healthy recipes with her friends on Facebook. Joe works as a lawyer during the day and enjoys helping his kids with their homework after dinner. Their kids do well in school and their parents reward them by taking them to get their favorite ice cream every weekend.

Positioning Statement

Handel's Homemade Ice Cream is "old school meets new school." Handel's is based on high-quality ingredients with a rich and creamy taste and isn't just another frozen dairy dessert. By highlighting that Handel's offers a family-oriented experience with at least 50 unique house-made flavors each day, consumers across Southern California can experience a flavor combination that feels uniquely tailored to them. With Handel's being new to California, customers haven't been able to experience the joy of having the delicious ice cream brand as part of their childhood memories, but that's slowly changing. As more stores open on the West Coast, we want to spread our tradition of serving fresh ice cream with our signature humble, old school style that those loyal customers in Ohio and beyond already know.

BRAND ESSENCE: Fresh Nostalgia

COPY STRATEGY: "Communities are happiest at Handel's"

CREATIVE RATIONALE:

By sticking with Handel's essence of feel-good, old school traditions and combining that with new school ideas, our creative concepts remain true to Handel's feeling of nostalgia while showing how future consumers can create their own new traditions with the brand and become part of the Handel's family.

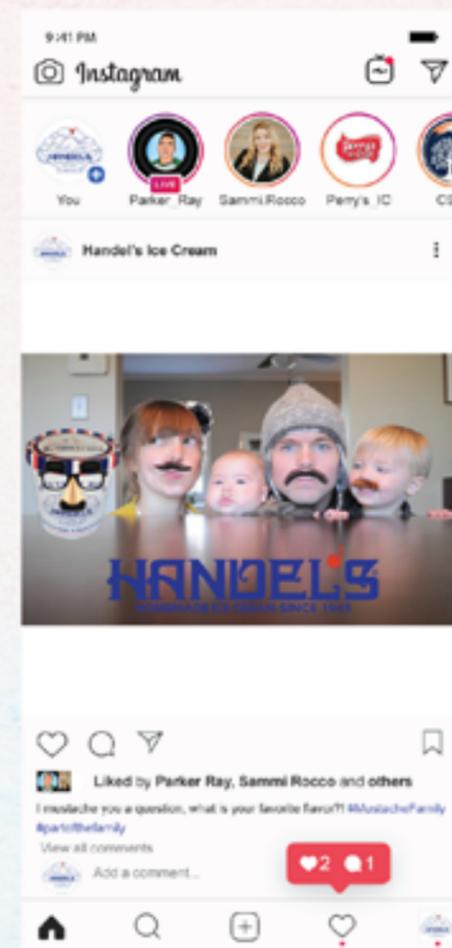
Digital Ads for Social Media



Nothing goes hand-in-hand with nostalgia like the holidays. Many of us have childhood memories of leaving milk and cookies out for Santa on Christmas Eve, but as part of this new Handel's family tradition, Santa gets an upgrade and is lucky enough to have some fresh ice cream waiting for him on Christmas Eve. This static ad can be used for the holidays year after year, showcasing Handel's essence of fresh nostalgia and old school meets new school.



A Handel's sticker included as part of the family stickers we're all familiar with is a lighthearted way of showing how much someone loves Handel's. This concept works perfectly as a static ad on Facebook, where most consumers are families with children, and can also be turned into a 15-second commercial. The sticker can be sold in stores, guaranteeing the attention of new customers when displayed on the cars of Handel's loyal customers.



This cute and fun image shows how Handel's fits right in with the family. It is a humorous way to personify Handel's and make us a part of your family.

A bowl of any one of Handel's tasty flavors is guaranteed to put a smile on anyone's face. Every scoop of Oreo Cookie Dough placed into the bowl in this gif will leave every viewer that sees it drooling and wanting to go out and buy their favorite flavor.



Gif's



Handel gifs that are visually appealing to the consumers eye. This will attract the younger to adult target audience



:30 Second Storyboard

“ HOME IS WHERE THE HANDEL'S IS”



Scene opens with a shot of the fridge/freezer in the kitchen. Child's drawing of family portrait which includes a tub of Handel's is held up by a magnet. Block letter magnets are seen on the fridge/freezer.



Background noise of a chair being dragged across the floor while the closed fridge/freezer is still on screen. Child moves chair up to fridge, climbs on it, and opens freezer.



Freezer is filled with Handel's. Child grabs ice cream out, closes the freezer. Steps off the chair and drags it away. Background noise is chair being dragged away.



Zooms in on block letter magnets on the freezer next to family drawing, which spells out "love Handel's"
Narrator: Home is where the Handle's is.



Handel's Ice Cream; Family since 1945.



The "Home is where the Handel's is" storyboard shows a young kid opening his family's freezer that's full of Handel's ice cream. The kid's drawing that's on the fridge shows the family- mom, dad, dog, kid, and pint of Handel's. The block letters on the fridge spell out "love, Handel's" and you notice them once the kid closes the door of the freezer after he grabs some Handel's. This concept shows how much the family enjoys Handel's. They love it so much, they consider it "part of the family" and it's become something they enjoy together to create long-lasting memories. No matter how or where you enjoy Handle's, it'll give you that nostalgic feeling of home.

Promotional Plan ... Rationale

PROMOTIONAL / HOLIDAY SPECIALS:

- Mothers Day Promotional - Runs from May 4 -11
- **Introduce Instagram Wall** - May 25 - June 7
- Fathers Day Promotional - Runs from June 15 - 22nd
- Fourth of July Promotional - Runs from June 29 - July 6th
- Back to School Social Media Contest - Runs from August 22 - Sept 5th
- July - National Ice Cream Month
- Flight Scheduling for Social Media platforms
- Labor Day Promotional - September 7th
- September 22 - National Ice Cream Cone Day
- Halloween Promotional - Runs October 1-31
- August 25 - National banana split day
- August 4 - National Chocolate Chip Cookie Day
- Switch up the Instagram wall every few months based on time of year/holidays
- **"Just Peachy" - Peach flavor ice cream - mid-July to mid-August**
- **Christmas Promotional - Runs from December 16 - 31st**

Promotional Plan ... Rationale

INSTAGRAM WALL / JUST PEACHY!:



Create a mural backdrop with a unique Handel's hashtag that is perfect for all ice cream Instagram worthy moments. In addition, customer photos can be featured on Handel's in-store televisions. On average, businesses experience a 500% increase of social media activity in the first month of using social walls. Your customers want their beautiful faces on your TV display and to do so, they use Handel's specialized hashtag in their Twitter or Instagram post. Their post will not only show up on your social display, but the post will be circulated across the web via social networks.

Just like Alice used to make! Handel's peach ice cream is a nostalgic, summertime staple that will take you right to Alice's backyard. Bursting with sweetness, Handel's Ice Cream will promote bushel of peach ice cream.



**Just
Peachy!**

Handel's Summer Series

Promotional Plan ... Rationale

WINTER CHRISTMAS PROMOTIONAL SPECIALS:



Christmas is a joyous time of year that unites the community and families together through holiday traditions. It wouldn't be Christmas without the savory smell of the prime rib roasting, or the sweet creamy taste of Handel's Peppermint Bark for dessert. Handel's Ice Cream gift cards are the perfect present for friends or loved ones to remind us of the traditions that are truly important.

This ad brings customers back to when they were a kid themselves! A time not so long ago when they would leave Santa a treat on Christmas Eve. Handel's brings on a taste of sweet happiness and makes people reminiscence on their childhood. This holiday ad can be used every holiday season over and over again just like holiday tradition. It captures the true essence of what Handel's truly is and brings on a taste of nostalgia.



Media Plan...Rationale...Budget

OUR PLAN

Utilize the strong following on Handel's social media platforms to construct the "fresh nostalgia" brand essence to drive foot traffic into the established and new stores. Focus on digital media to ensure competitive media communication goals. Have digital media pressure during the key seasons with involvement of food influencers to become a top-of-mind brand with couples or families, both male and female between the ages of 18-65, and have incomes between \$14,999 and \$575,000.

GEOGRAPHY: Laguna Niguel, Rancho Santa Margarita, Carlsbad Village, Del Mar Heights

DMA (Designated Market Area) versus US push (rationale for media focus is specific geographic areas, i.e., which geographic areas can/will help us achieve our goal. SoCal first but can be used in all Handel's markets)

- ORANGE COUNTY:**
- 71.5% White
 - 34.2% Hispanic or Latino
 - 21.4% Asian
 - 2.1% Black or African American

RATIONALE:

Social Media will be used to sustain visibility and awareness during peak and non-peak seasons to spark conversations between the consumer and the brand. Key postings will include new flavors, special events, holiday & seasonal flavors ("coming soon, get ready," & "don't miss out, get it before it's gone!")



Media Plan...Rationale...Budget

SOCIAL:

INSTAGRAM - Get influencers to eat and talk about ice cream, add more content on the Handel's account. Instagram is a great way for audiences to spread the word by posting content on their stories, sending direct messages (DMs) to friends, and posting pictures on their feeds (ice cream aesthetics). Use Influencers to create a connection with audiences.

FACEBOOK - Has over 2 billion active monthly users and the widest demographic range of any social media platform. Possibility of creating Facebook groups to target SoCal families. Facebook can be used to share links with strong visuals and body copy with prospective consumers.

TIK TOK - 41% of TikTok's users are between the ages of 16 and 24 and 66% of users are under 30. Can use influencers, create a Handel's account. TikTok is a great way for prospective consumers to interact with Handel's in creative ways while experiencing the product and engaging with the brand.

IN-STORE PHOTO OP WALL - Create a mural backdrop with a unique Handel's hashtag that's perfect for all ice cream Instagram worthy moments and feature customer photos on Handel's in-store televisions. On average, businesses experience a 500% increase in social media activity in the first month of using social walls. Your customers want their beautiful faces on your TV display and to do so, they'll use Handel's specialized hashtag in their Twitter or Instagram post. Their post will not only show up on your social display, but the post will be circulated across the web via social networks.

POSSIBLE INFLUENCERS:

- Sarah Houx - Marketing for Bang (23.5K followers on IG)
- OCFoodFiend - OC Foodie (36.5K followers on IG)
- BestFoodOC - OC Foodie (71K followers on IG)
- YelpOC - OC Foodie (72.6K followers on IG)
- Donutscookiesandicecream - OC Foodie (248K followers on IG)
- MaiEatingObsession - OC Foodie (35.K followers on IG)
- FoodwithMichel- OC Foodie, IG Certified (380K followers on IG)

**** The rate per campaign is \$1,500 - The campaign includes the following:
1 infeed (includes an in depth video creation, 1-2 photos for infeed carousel, 1 Instagram story, 3 slides minimum with a maximum of 5)**



Media Plan...Rationale...Budget

SPONSORED SOCIAL MEDIA	JUNE 2020					JULY 2020				AUG 2020				SEP 2020			OCT 2020			NOV 2020			DEC 2020			BUDGET	BUDGET ALLOCATION						
	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16			23	30	7	14	21	28
FACEBOOK																																\$2,000	23%
INSTAGRAM																																\$1,500	18%
TIK TOK																																\$2,000	23%
PROMOTIONS	JUNE 2020					JULY 2020				AUG 2020				SEP 2020			OCT 2020			NOV 2020			DEC 2020			BUDGET	BUDGET ALLOCATION						
	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16			23	30	7	14	21	28
INSTAGRAM WALL																																\$500	6%
INFLUENCERS																																\$1,500	18%
HOLIDAYS																																\$1,000	12%
TOTAL:																							\$8,500										

KEY POINT INDICATORS:

Impressions on Instagram

Engagements: likes, comments, reposts, tags, stories, and the number of followers. Instagram ad views.

Impressions on Facebook

Engagements: likes, loves, wows, comments, reposts/shares, mentions and number of friends. Clicks on a post/ad, Number of members in a Facebook group.

Impressions on Tik Tok

Engagements: likes, views comments, duets, reposts on other platforms. Ad Views.



Conclusion

WHY IT WORKS

Everyone has a desire to go somewhere and feel like they completely belong...Handel's wants to be that place. From the moment you step into a Handel's location, you'll feel an essence of fresh nostalgia that brings back sweet memories. Handel's mixes their old school values with new school cool to make you feel like you're part of the family. Our creative strategy is designed to showcase how the brand is more than just frozen desserts - it's a place you go to to create memories, and that "communities are happiest at Handel's."

Social media has been proven to be the most successful way for brands to engage with an extensive range of consumers. Our media strategy will increase overall awareness of the brand and drive traffic to new Orange County locations by creating content that meets the target audience of individual social media platforms. We will use influencers to promote seasonal and limited-time flavors, as well as highlight special events. Our strategies show relatable content at its best. With a subtle but consistent appeal to a sense of community, the campaign allows Handel's to keep its old school confidence while adding some new school humor, helping the business build a loyal community around their brand.

Handel's is a company whose traditions go beyond 75 years of creating top-quality ice cream with only the freshest ingredients. They've been able to spread joy and hand-scooped happiness while making memories among the Midwest communities, and it's now time to spread their old-school values to the newest members of the Handel's West Coast community.