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MKTG 434-01
Team 6
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Advertising Plan

Saporito Sapore
Italian Ice Cream

Table of Contents

Introduction

Executive Summary

Saporito Sapore Ice Cream Inc. is a healthy, creative, and tasteful Italian artisan ice cream parlour located inside the Westfield Centre in San Francisco. It will provide great opportunities to have a fun break from the busy and overly scheduled daily life of our customers. Also it will grant chance for working parents to bond with their families while enjoying great ice cream.

One of our major goals with our advertising plan is to keep a competitive edge with respect to other ice cream companies (Häagen-Dazs, Ben and Jerry's, Melt Gelato) in the ice cream industry by providing a better taste, a unique experience, and a healthy choice of ice cream. Healthy Italian ice cream will be offered to the health conscious people for a way to enjoy and enlighten their pallets. The unique experience will come as soon as the customer thinks of *Saporito Sapore Ice Cream Inc.* (once established), because it will remind them of the great family bonding they had at their last visit; or in the case of new customers it will set a standard for the future visits. The healthy choice of ice cream is a way to acknowledge, that there are different tastes and different people and a way to show that we at *Saporito Sapore Ice Cream Inc.* go above and beyond customer expectations.

Given our location we will be able to target diverse people ranging from students, tourists, and local shoppers; nonetheless, our main target customer is young parents ages 28 through 35 with young children. Understanding of our target market is extremely important to keep in mind because we have found that most children influence their parent's decision making and have some power in the purchasing decisions. In order to promote the right image and to accurately boost awareness *Saporito Sapore* we will be using a specifically designed media plan. Our media plan will include, but not limited too, flyer distribution through the streets, selected magazines (which are believed to be the ones that are read by our target market), and through online advertising among others.

We anticipate that *Saporito Sapore Ice Cream Inc*. will become established and well known in downtown San Francisco within the first year with an awareness level of close to 20 percent. This number is to grow with time and we expect that we will be able to capture 5 percent of the market share. *Saporito Sapore*'s hard advertising, unique flavours, healthy choices, great atmosphere, and the ability to create an unforgettable experience for the customer is what will prove to be what sets *Saporito Sapore* apart from the competition and it will give it the edge it needs in order to fulfil our most ambitious goals.

Overview

The advertising plan has been an introduction to *Saporito Sapore Ice Cream Inc.*, and with it we have touched on different aspects of the advertising and business to come. We can recall that the situation analysis which included the historical context, industry analysis, market analysis, and competitor analysis gave us a good review of what market we are going to be competing in and what advantages we have over some of our local competitors.

Following the situational analysis, the objectives will set our goals and our criteria of success as well as the time frame for our advertising. All of these give a thorough understanding of what, how, and when we are going to compete in the industry.

The budgeting gives details about how much we are going to invest in order to fulfill our objectives.

Subsequently, we describe our strategy followed by an execution plan. Combined they focus on the efforts of how we plan to deliver our objectives and present some more information about our company as well as explaining what type of media is going to be used for the executing the desired advertising.

Situation Analysis

Historical Context

Saporito Sapore (Tasty Flavor) *Ice Cream Inc*., founded by four members: Isabell Schulz, Jean-Francis Gothuey, Miriam Barillas, Steven Brinks. Each from distinct backgrounds, loaded with information and know-how's. Isabell Schulz, lead the eastern European area in the quest to immortalize the phrase "there is never a time to pass up on the scoop". She provided great history to the ice-cream world and looks forward to work with the rest of the founders in developing a new niche in the Californian market.

Jean-Francis Gothuey, from Paris has been the leader of one of the top 5 corporations with respect to advertising and organization. Jean-Francis has also worked closely with Isabell Schulz. Together they have been able to create a borderless Europe with respect to advertising.

Miriam Barillas, with roots in the North American continent, has lead development of one of the most prestige ice-cream parlors “Igloo Creamery”, and now she is enthusiastic to develop *Saporito Sapore Ice Cream Inc.*.

Steven Brinks has lead several South American advertising companies, working for companies such as Telefonica Argentina, Telecom Argentina, and Heladerias Freddo. He is trilled to be a part of such a dynamic and global workforce.

Given that each member comes from different parts of the world and given the high level of exactitude and experience all of them have under their belts, it is safe to say that this group of young entrepreneurs is ready to start a new line of irresistible gelato. With founders that have such a wide experience in the restaurant business and other advertising agencies, *Saporito Sapore Ice Cream Inc.* is on its way to success.

Industry Analysis

Historically, ice cream sales are affected by flavor trends. This is changing as late trends about nutrition and convenience are emerging. Ice cream consumers tend to be more health-oriented and “sacrifice more-healthful eating for sumptuous flavor”[1] resulting in accelerating sales of premium and super-premium products with low-calorie, low-sugar and low-carbohydrate ice cream. Another trend that emerged in 2005 was to fortify ice cream with vitamins and minerals. These trends continued in 2006 in addition to even better light ice cream, convenience forms and packaging. This results in a more competitive milieu “where market leaders are investing more in marketing and new product development in order to protect and grow their investments”[2]. The Private Label has been more successful regarding the novelties segment and low carbohydrate ice cream. Furthermore, there has been an unexpected expansion of ice cream chains (like Cold Stone Creamery) offering to mix the consumers' personal ice cream.

Another trend becoming apparent, may be the use of goat milk for ice cream instead of cow milk. According to minor research, goat milk favors digestion, offers reduced-fat ice cream and has the same taste than cow milk ice cream. It is said to be a growing market in California, which is the largest ice cream producer in the United States.

Ice cream constitutes 90 percent of all frozen dairy desserts market in the United States of

[1] Rea, Amy C. “Screaming for ice cream: a rapidly growing market, ice cream nevertheless faces its share of possible demons. What will be the effect of changing demographics on the frozen treat, and how will manufacturers respond?” FindArticles™. Apr. 2004. 4 Mar. 2007. <http://www.findarticles.com/p/articles/mi_m3289/is_4_173/ai_115490578>.

[2] Mintel International Group Ltd. “Ice Cream – US.” Global Information, Inc. July 2006. 4 Mar. 2007. <http://www.the-infoshop.com/study/mt42788-us-ice-cream.html>.

which 70 percent are full-fat products. The other 20 percent is divided between fat-modified (light, reduced-fat, low-fat, fat-free) and sugar-modified (no-sugar added) ice creams.

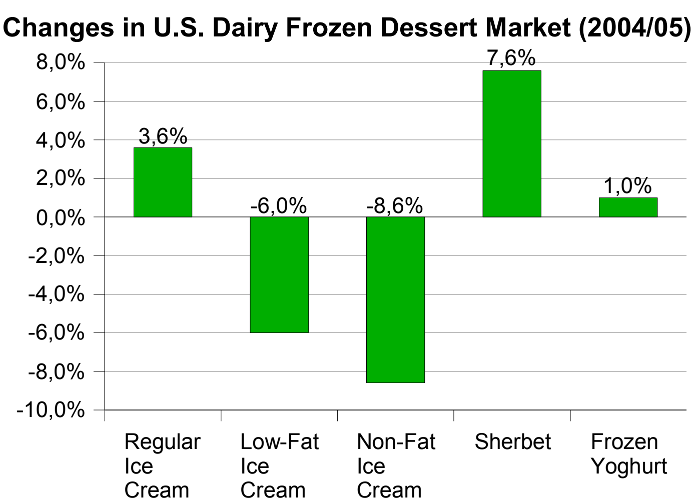
The ice cream market is especially driven by children and households with children are the lead consumers. According to data from 2003, 34 percent of the households with children consume four or more quarts of ice cream per month.

In the frozen food market, ice cream accounts for 61.4 percent of the market of which sales increased by 21 percent between 1998 and 2003. Frozen novelties sales increased by over 35 percent in the same period, its main consumers being again households with children.

In 2004, U.S. ice cream and frozen desserts sales totaled $21.4 billion. Away from home frozen dessert purchases reached $13.3 billion, gaining popularity.

In 2005, per capita ice cream consumption amounted to about 22 quarts per year. In the dairy frozen dessert market, U.S. production of regular ice cream increased by 3.6 percent in 2005 compared to 2004.

Low-fat and non-fat ice cream production both went down by 6.0 percent and 8.5 percent respectively. On the other hand, total sherbet production increased by 7.6 percent from the previous year and frozen yogurt production went up by 1 percent.



During the first two quarters of 2006, sales have been down with North American consumers tending to eat less ice cream and other frozen desserts. They also appear to be more critical of their product choice. In addition, Private Label sales shrank in 2006, as it did in 2005.

With the emerging trends, the low-fat brand Slow Churned (Edy's) could increase its market share by 4.7 percent, while, according to Information Resources Inc. the demand for ice cream cakes is augmenting. It amounts to only 10 percent of the ice cream market but it is said to be a growing segment. Its recent sales increased by 9.4 percent by dollar and 10.4 percent by unit.

Overall, ice cream sales totaled $3,821 Million in 2006. Sales decreased a little compared to 2005 but are expected to rebound in 2007.

Market Analysis

Contrary to popular belief, kids are not the major purchasers of ice cream. According to ACNielsen Homescan & Spectra in 2007 customers most likely to buy ice cream are white adults, with a high school or some college degree, between the ages of 35 and 54, living in households with incomes of $50,000 or more in rural areas with no children. That includes consumers living in small towns throughout the Plains and West part of the United States and who are socially and politically conservative. These consumers make up 43 percent of ice cream purchasers. Older bustling families and senior couples aged 65 and older have higher than average consumption rates. (→ annex 1)

Based on the research done, we are considering the following target groups to be our customer base:

Tom & Tweety	**John & Sarah**	**Tourists**	**Active Students & Young Workers**	**Teenagers**
Age: 6 – 13	Young parents of Tom and Tweety	Female	Age: 20 – 28	Age: 13 - 19
	Age: 28 – 35	Age: 20 – 50	International	Local
	Escape from everyday routine, and stress		Local, Californian	Shopping
	Need: relax		Shopping	
	Busy, running, always in a rush		Working in Westfield Centre	
	Multitasking		SFSU	
	Working in local area (Financial District)			
	Newspapers,			
	Health-conscious			
	Heavy Internet users			

Competitor Analysis

In the San Franciscan Ice Cream market, *Saporito Sapore* will be competing with three types of competitors:

- franchisee companies
- ice cream's stores
- Italian ice cream store

There are no other Italian ice cream stores downtown except for Melt Gelato.

Competitors	BEN&JERRY'S	Häagen-Dazs	melt café & gelato bar
Strengths	Powerful Brand with Philosophy Engaged in the Protection of the Environment Sold in Grocery Stores Well Known and Appreciated by Ecologists Diversity of Products	Well Known Brand Exceptional Premium Frozen Dessert Experiences Available in Grocery Stores, Theaters Releasing New Flavors Every Year A Great Diversity of Products	Traditional Italian Ice Cream Natural Ingredients No Use of Artificial Colorings or Flavorings
Weaknesses	Industrial Product	Industrial Product	Semi-Industrial Product (no real artisan product, due to the size of its network)
Opportunities	Innovation to Compete Häagen Dazs Reinforcement of Brand Identity by Social/Environmental Actions	Further Growth in U.S. and Overseas	Expansions due to Franchising
Threats	Commercial/Price Pressure Häagen Dazs	Commercial/Price Pressure Ben and Jerry's	Commercial/Price Pressure

Competitors	BEN&JERRY'S	Häagen-Dazs	melt café & gelato bar
Messages	Taste the truthiness! Introducing Organic Ben & Jerry's. The Earth will thank you. Your body will thank you. Your belly will thank you and send you love letters. Phish Cone. Get hooked.	Made like no other The finest ingredients, the finest creations Tell us you favorite	All natural ingredients, no artificial flavoring. Made to order fresh from uncompromised ingredients! We serve traditional gelato.
TV Commercial	Animated Commercials for Four Different Ice Cream Flavours Chubby Hubby “Chubby Hubby!. Only from Ben and Jerry's.” Half Baked Cherry Garcia Phish Food	School of Thought Light Ice-Cream	
Campaign	Title: "Less Body. More Soul." Date of First Publication: 2004 Market: United States		
Target Market	Children → “America's Children” Aged 4 to 13 Aged 13 to 19 Parents (aged 30 to 45) Teach about environmental issues and facts, Family values	Wealthy, pleasure seeking adults who are generally brand conscious, innovators & trend followers Health conscious, young adults Interested in desserts but prefer natural ingredients and low fat substitutes	Health conscious looking for a snack/dessert satisfy their sweet tooth families and individuals interested in frozen deserts

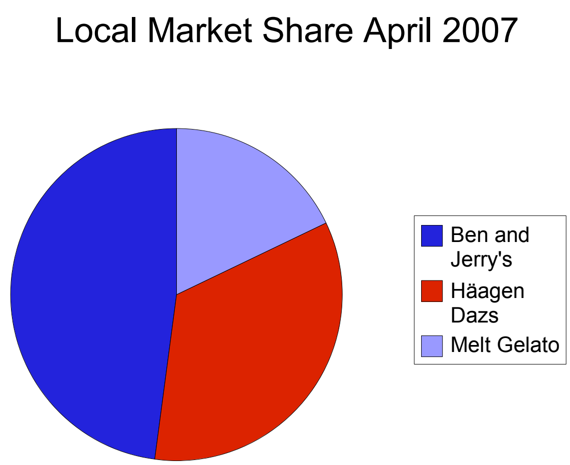
Objectives

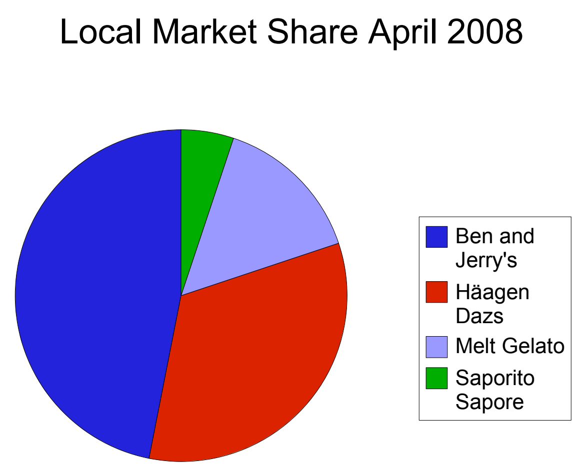
Given that *Saporito Sapore* is a new company, that is being newly opened in San Francisco, the following objectives will have to be met:

1. Creating brand awareness
2. Establish a local market share
3. Influence purchase intent of the consumer resulting in trial usage and repeated purchasing

A new location inside the Westfield Centre will be opened and the need to attract customers will be our first goal.

Quantitative Benchmarks





The aspiration for the introductory period will be an increase of brand awareness from zero to 20 percent.

Our second objective is to provide the best customer service possible in order to snugly grasp a niche of the market. The aim is to obtain 5 percent of the local market share.

Our third objective is to redirect consumers away from our competitors. This will be achieved by becoming more visible. Visibility will pay a great role in the development of *Saporito Sapore*.

Measurement Methods

By taking into consideration these objectives we, the founders, understand that it is important to put everything into perspective. If we are planning to measure brand awareness, then it is important to measure brand recall or brand recognition. Brand recall is the percentage of people who know the brand and also includes cues that lead to brand recall. Brand recognition is measured by showing own and competitors' images as stimuli. Brand image can be equally measured by surveying people (own and competitors' customers) and then creating a perceptual map.

An example of what the the method could look like can be found in appendix 2.

Criteria for Success

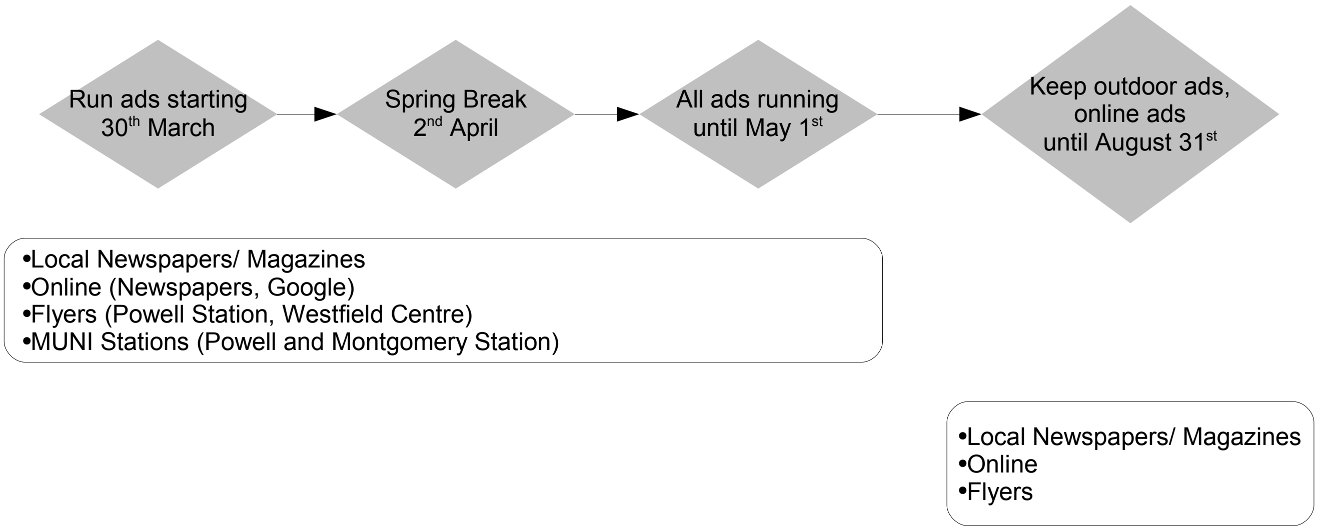
Our criteria for success are pretty clear and straight-forward. We consider our business successful when having gained a local market share of 5 percent.

Concerning the success of brand awareness, brand recall should show a minimum of 40 percent of total people surveyed. The aim for brand recognition is set a little lower compared to brand recall as it involves recognizing images connected to the company. Therefore the minimum percentage should amount to 20 percent.

As can be seen in appendix 2, the perceptual map as a tool for measuring brand image, should produce a minimum of 5 points out of a scale of 10.

Time Frame

Knowing that the sunny months in San Francisco are from May until October, September and October being the warmest, and the ice cream season is spring and summer and in this case also half of autumn, as San Francisco has an appealing climate for ice cream lovers. Therefore it is going to be a three-step advertising.



Budgeting

PERIOD: 5 months (03/30/2007 to 08/31/2007)

MEDIA	DESCRIPTION/ JUSTIFICATION	AMOUNTS
Prints on newspapers	Colour, 1/8 page in two local newspapers	25 000.00
Official Website + Weblog	Creation and updating	5000.00
Google	Banner	15 000.00
Online	Banners on 5 websites	10 000.00
Flyers	Printing+ distribution (1employee) ; 2000units/month	5000.00
		TOTAL AMOUNT: 60 000.00 $

Strategy

Context

This advertising campaign will strengthen the creation and launch of our company. Thus it will be the first step in building a strong brand identity, customer's loyalty, and awareness. It should focus on clear, easy to remember messages about its main features. The complex processes like building the brand equity, its identity, and values, will be started but completed in the future (→ Integrated brand promotion).

Two elements have to be considered in the conception of our strategy:

- The size of our company : *Saporito Sapore* is a small business, limited to one place, targeting only San Francisco.
- Our financial capacity: Our strategy should focus only on impacting, fast and local media.

Copy Strategy

Objectives

- Make the consumers aware of the existence of the company: products, location, messages.
- Positioning our product/brand into the consumer's mind as a high quality ice cream shop created for the young, active working family.
- Introduce a singular brand identity, by using several messages featuring the values of *Saporito Sapore*.

Communication Strategy

- Intensity of the campaign: High frequency.

By making the consumer aware of the creation of *Saporito Sapore*, It will be necessary to use a high frequency strategy. The first and most important goal of this campaign is to be present in the consumer's mind. This process is mostly about repetition and consistency: Print Advertisement (general and specialized newspapers), and Outdoor Advertisement (flyers distributed at Powell and Montgomery Station area).

- Media strategy: All media- widespread strategy.

In order to realize our objectives, using mass media appears to be the best way. Nonetheless, due to the small size of our company, some media will be avoided (Radio, TV). Thanks to our core target's knowledge of the multimedia, we can use online advertising, which is cheaper, more practical and easier to track for later evaluation purposes.

Newspaper advertisements will reach a large public resulting in possible word-of-mouth.

Execution

Copy strategy

In order to achieve our objectives, a logo has to be created that can be recognized as a symbol of an Italian ice cream shop. It should include Italy's colors and an Italian style font, which would convey a high quality of ice cream.

Having created the logo and having come a step further towards creating a brand identity, messages for newspapers, online advertising as well as outdoor advertising (posters, fliers) will be designed. The tone of our advertisement should be sophisticated and emphasize on the importance of family time as well as the origin and quality of ice cream. Summary and light colors are an important factor in our advertisement, as it should evoke the freshness of the summer and the memories related to summer time.

All advertisement will be used in the first part of our advertising, that is we start advertising in local newspapers as well as online on March 30, 2007. In addition, posters in the Powell and Montgomery MUNI Stations as well as handing out fliers on the streets close to Powell Station and in the Westfield Centre will attract the attention to our Italian ice cream shop. For the distribution of the fliers, we will hire people for weekends and Spring Break.

Media Plan

Our media plan stays simple. Local newspapers and magazines, in which we will advertise

Saporite Sapore are San Francisco Magazine (www.sanfran.com), SF Weekly (www.sfweekly.com), San Francisco Bay Guardian (www.sfbg.com) and the San Francisco Chronicle (www.sfgate.com/chronicle). The reader profile of the San Francisco Magazine constitutes of "affluent, educated decision makers and influencers"[3], of which 67 percent are female and 33 percent are men. It is issued once a month. The San Francisco Bay Guardian attracts a readership that consists o 55.8 percent of men and 44.2 percent of women. The percentage of those who are aged between 25 to 34 amounts to 28.9 percent. 42.1 percent are married.

Regarding online advertising, the same newspapers and the San Francisco Magazine will be used in addition to the website www.sanfrancisco.com and Google. Google does not require a minimum spending or a time commitment, which allows high flexibility. The concept used at Google is very friendly for small businesses. We will be charged an activation cost as well as when someone is clicking on our ad (cost per click). The disadvantage here is, that no pictures can be used, but a link to our website. Furthermore, our business will be featured on Google Maps. Our location, contact information as well as an image of our choice (our logo) will appear in our area (San Francisco city), when customers are searching for information related to our business.

Our Messages

Here are examples of our advertisements (→ Appendix 3) and messages, that will be featured in our advertising.

MUNI

This is what your weekend could taste like.

Our Shop/ Fliers

It's natural.

It's fresh.

It's deliciously Italian.

Newspapers, online

Taste Italy's Originality!

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[3] San Francisco Magazine Subscriber Study, MRI Custom Division, November 2005. SanFranMag.com. <http://www.modernluxury.com/ml-web/mediakits/sanf.pdf>.

Find Your Family Flavor!

The Italian break you need. Saporito Sapore.

You don't want to miss out on that face!

Integrated Brand Promotion

Regarding the Integrated Brand Promotion, we will create our own website, on which the customer will find company information (the creation, about the founders) as well as product information. We will integrate an official weblog in order to give our customers more than just information about us and our activity. It could be one way of additionally measuring customer satisfaction and building customer relationship. There will also be information about Italian events in San Francisco.

Further promotional tools will be the distribution of customer cards at the first visit, that will give them an incentive to come back to *Saporito Sapore*, as the 10th purchase will feature a free three scoop combination.

Evaluation

The evaluation of the advertising plan will be generated after the company has opened and it had time to look over the effect of advertising. Some of the questions that will be answered will be the following:

- Were the public awareness strategies implemented as originally planned?
- How will we track sales?
- How will we link sales to advertising? Who will do that?
- Have we used our communication resources effectively?
- Did we target the intended segment? If not, how is the target group different?
- Did public awareness efforts help us to achieve our goals?
- Were communications objectives developed in time?

Unfortunately, some of the branding campaigns are not easy to track so we will have difficulties evaluating the effects of it. Some other areas, in comparison, are much easier to track, for example, the online advertising.

Sources

Websites

http://www.benjerry.com

http://www.haagen-dazs.com

http://www.istockphoto.com/index.php?view=full

http://www.meltgelato.com

http://www1.snapfish.com/shoppingcart/t_=89055223

http://www.sftoday.com/advertise.htm

San Francisco Magazine Subscriber Study, MRI Custom Division, November 2005. SanFranMag.com. <http://www.modernluxury.com/ml-web/mediakits/sanf.pdf>.

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Market Analysis

David, Wellman. “Almost Everyone Loves Ice Cream.” Frozen Food Age, 50(5):21(1), December 2001.

VNU Business Media. “US Consumer Survey of Ice Cream Purchases by race, Dollar Income, and Number Of People As Of November 2005.” Convenience Store News, 41. November 15, 2005.

VNU Business Media. “Who’s Buying Ice Cream in C Stores? Delving Into The Demographics of Ice Cream Purchasers.” Convenience Store News, 43. February 12, 2007.

TV Commercials

http://www.youtube.com/watch?v=snvZ9bUH638

http://www.youtube.com/watch?v=JiPQhJUoNPE

http://www.youtube.com/watch?v=jHF3FmG6yio

http://www.youtube.com/watch?v=VfoQmOrYlg4

http://www.youtube.com/watch?v=GEpenoD9-Ts&mode=related&search

http://www.youtube.com/watch?v=I728lavDHSo&mode=related&search

Appendix 1 – Market Research

2005

Who Buys What?

Demographics	Novelty Buyer	Ice Cream Buyer	Frozen Entree Buyer
Race	White, Hispanic	White	White
Income	$100,000+	$75,000-$99,000	$20,000-$29,000
Number of people in household	4 to 5	4 to 5	1

Source: Spectra Marketing Systems Inc.

% of Dollar volume

	Bulk Ice Cream	Ice Milk/ Sherbet	Frozen Yogurt	Novelties
Young Singles	0%	1%	1%	3%
Childless Younger Couples	0	2	2	5
New Families	1	2	4	6
Maturing Families	11	14	21	28
Established Families	6	16	10	12
Middle-Aged Singles	7	9	7	6
Middle-Aged Childless Couples	29	9	14	21
Empty Nesters	38	30	29	14
Older Singles	9	17	12	4

Source. ACNielsen Convenience Track

2001 Ice Cream Scoop

	Ice Cream	Bulk Ice Cream	Ice Milk/ Sherbet	Frozen Yogurt
Item Penetration	89.9%	88.1%	17.0%	16.9%
Dollars per Buyer	$41.40	$38.99	$5.43	$11.13
Trips per Buyer	9.8	9.2	2.0	3.0
Purchase Cycle (days)	25	26	51	36
Units per Trip	1.5	1.4	1.2	1.3
Dollars per Trip	$4.24	$4.23	$2.70	$3.77
% Repeat (2+ time buyers)	91%	90%	38%	46%
% $ w/Coupon	4.8%	4.9%	0.9%	4.0%
% Buyers in $2MM+ Grocery	97.5%	97.4%	94.0%	94.5%
% Buyers in All Other Grocery	6.8	6.5	3.1	3.5
% Buyers in Drug	6.1	6.1	1.3	0.7
% Buyers in Mass w/o Supers	2.4	2.2	1.4	0.8

% Dollars in $2MM+ Grocery	93.2%	93.2%	92.6%	93.9%
% Dollars in All Other Grocery	2.0	2.0	2.4	1.8
% Dollars in Drug	1.3	1.4	0.7	0.3
% Dollars in Mass w/o Supers	0.4	0.4	0.8	0.5
Household Income (Index)				
Less than $20,000	80	81	76	77
$20,000-$29,999	92	92	101	90
$30,000-$39,999	97	96	109	108
$40,000-$49,999	103	105	96	79
$50,000-$69,999	110	110	106	112
$70,000+	123	123	119	136
Household Size (Index)				
1	70	68	65	107
2	105	104	98	129
3-4	109	111	120	75
5+	130	133	133	68
Age of Female Head of Household (Index)				
Under 35	86	88	90	54
35-44	113	113	115	78
45-54	109	110	110	89
55+	108	105	113	151
55-64	115	112	121	150
65+	103	100	107	152
No Female Head	79	78	66	103
Presence of Kids (Index)				
None less than 18	95	94	91	119
Any less than 18	109	111	117	64
Any less than 6	93	95	104	52
Any 6-12	109	112	113	64
Any 13-17	127	130	139	70
Lifestyle (Index)				
Young Singles	52	52	48	58
Childless Younger Couples	85	86	59	78
New Families	84	85	108	61
Maturing Families	109	112	113	63
Established Families	124	127	136	69
Middle-Aged Singles	63	62	53	85
Middle-Aged Childless Couples	106	107	97	91
Empty Nesters	122	119	125	160
Older Singles	78	75	76	130

Affluence (Index)				
Poor	84	86	78	52
Getting By	92	93	101	82
Living Comfortably	104	105	101	100
Affluent	108	106	106	135

Geography (Index)				
East	104	101	112	143
Central	91	92	97	78
South	97	97	90	99
West	111	113	110	87

Source: ACNielsen Consumer Facts household panel

A Cold Day in Sales: Ice cream sales and percent change, by channel, for the 52-week period ended 09/29/01. Figure in millions.

	SALES			
	Total U.S.	Supermarkets	Convenience	Drugs Over $1MM
Total Ice Cream	$4,944.6	$4,605.3	$216.6	$118.7
Ice Cream-Bulk	4,549.6	4,227.1	204.5	114.1
Frozen Yogurt	246.0	235.2	9.0	1.9
Sherbet	147.8	142.1	3.0	2.7
Ice Milk	0.9	0.8	0.2	0.005

	SALES	% CHANGE		
	Mass Merchandiser	Total U.S.	Supermarkets	Convenience
Total Ice Cream	$4.0	5.3%	5.1%	4.3%
Ice Cream-Bulk	4.0	5.5	5.4	4.6
Frozen Yogurt	0.006	-2.2	-2.3	-1.3
Sherbet	0.008	10.4	10.5	2.6
Ice Milk	0.0	15.7	19.1	0.1

	% CHANGE	
	Drugs Over $1MM	Mass Merchandiser
Total Ice Cream	10.1%	83.2%
Ice Cream-Bulk	10.2	85.5
Frozen Yogurt	0.4	-74.8
Sherbet	13.1	-26.3
Ice Milk	57.0	-100.0

Source: ACNielsen

Appendix 2 - Questionnaire

Brand Recall

Please name all the brands of Ice Cream Shops you can think of that are situated at Powell Station.

Which ice cream shop would you go to when downtown?

Where would you go?

Do you consume the ice cream alone/in a group?

Brand Recognition

Do you remember having seen this brand?

Where did you see the brand last?

Brand Image

What do you think of *Saporito Sapore Ice Cream*?

Customer Friendly	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*Customer Unfriendly*
Low Quality	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*High Quality*
Unpleasant	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*Pleasant*

Purchase Intent

I will certainly buy Saporito Sapore Ice Cream in the next two weeks.

Disagree	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*Agree*

definitely will buy

probably will buy

might or might not buy

probably will not buy

definitely will not buy

Customer Satisfaction

I am fully satisfied with Saporito Sapore Ice Cream.

Disagree	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*Agree*

Perceptual Map of Brand Image 20X8

Appendix 3 – Messages and Ads


Find Your Family Flavor!
Saporito Sapore
Italian Ice Cream


This is what your weekend could taste like.
Saporito Sapore - Italian Ice Cream
Westfield San Francisco


You don’t
want to miss out
on that face!
Saporito Sapore
Italian Ice Cream


It’s natural.
It’s fresh.
It’s deliciously Italian.
Saporito Sapore
Italian Ice Cream