

MARKETING CAMPAIGN



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HALO TOP

creamery

LOW CALORIE
ICE CREAM

Brand Overview

HALO TOP IS A **LOW-CALORIE**
ALTERNATIVE **ICE-CREAM** BRAND.



25 FLAVOURS +
SEASONAL FLAVOURS



LOWER IN FAT,
HIGHER IN PROTEIN



DAIRY, PLANT-BASED &
VEGAN RANGE





BRAND SUMMARY

HALO TOP PROVIDE VALUE TO THEIR CONSUMERS BY OFFERING A HIGH QUALITY AND GUILT-FREE EXPERIENCE FOR HEALTH CONSCIOUS ICE CREAM LOVERS.

SEVERAL COMPETING
ICE CREAM BRANDS
OFFER HEALTHY
ALTERNATIVES,
ALTHOUGH NONE
PROVIDE THE GREAT
TASTE AND
TRADITIONAL
CREAMINESS THAT
HALO TOP DOES.



COMPETITOR PRICES

\$ PER PINT



\$8

\$9

\$10.95

\$12



HOWEVER, HALO TOP'S APPARENT
SUPERIORITY IN THE MARKET HAS
SEEMINGLY NOT TRANSLATED INTO
BRAND AWARENESS NOR SALES IN
AUSTRALIA.

According to primary research*...

2 OUT OF 5 PEOPLE
have never heard of Halo Top



*data taken from survey of 40 participants

WHILE MARKET SHARE AND SALES ARE NOT NECESSARILY POOR, PROJECTIONS AND EXPECTATIONS FOR HALO TOP PERFORMED UNDERWHELMINGLY.

THIS PRESENTATION WILL LOOK AT HALO TOP'S COMPETITORS AND MARCOMS IN AUSTRALIA AND ASSESS HALO TOPS PLANS MOVING FORWARD.



MARKET RESEARCH



**In 2018, Halo Top
had become North
America's...**

with a



TH

**BIGGEST
ICECREAM
BRAND**

3.7%

MARKET SHARE



(Financial Times, 2019)

Launched in 2016 in Australia, by 2018
Halo Top became...



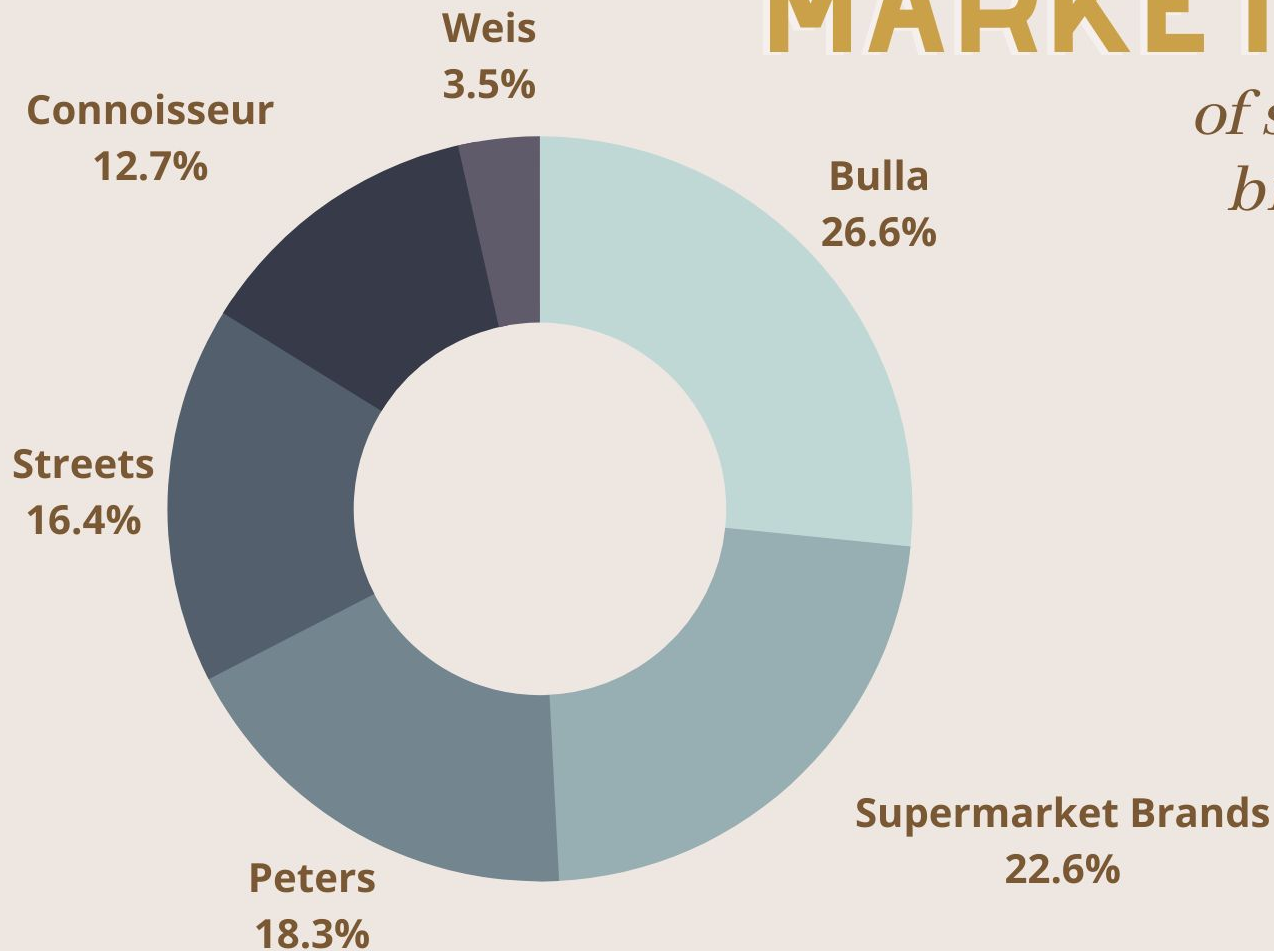
#1 'PINT SIZED' ICE CREAM
sold in coles & Woolworths 

ranking in around \$17,700,000 that
year in Australia alone.

(News.com, 2019).

MARKET SHARE

*of selected ice cream
brands in Australia
in 2019*



(Hughes, 2019)

SWOT ANALYSIS



STRENGTHS

- NICHE FOCUS.
- GROWING CUSTOMER BASE.
- GREAT ONLINE STORE.
- CLEAR AND APPEALING BRAND IMAGE.
- STRONG SOCIAL MEDIA PRESENCE APPEALING TO YOUNGER GENERATIONS.
- USE OF INSTAGRAM INFLUENCERS IN THEIR MARKETING STRATEGY.
- UNIQUE RANGE OF FLAVOURS.
- OFFERS A HEALTHY DESSERT ALTERNATIVE & VEGAN RANGE.



WEAKNESSES

- LESS RETAIL DISTRIBUTION IN COMPARISON TO SOME COMPETITORS.
- EXPENSIVE COMPARED TO OTHER MORE MAINSTREAM BRANDS.



\$9

OPPORTUNITIES

- GROWING AWARENESS OF HEALTH
- MORE AND MORE PEOPLE ARE TURNING TO PLANT-BASED ALTERNATIVES.
- THE VEGAN 'TREND'.
- OAT MILK-BASED ICE CREAM - LEADING PLANT-BASED MILK - NOW ICE CREAM!



THREATS

- OTHER ALREADY WELL KNOWN BRANDS NOW MAKE HEALTHY ALTERNATIVES AND VEGAN ALTERNATIVES.





MEDIA STRATEGY

Social media- predominantly using Facebook & Instagram.

Influencer marketing- using niche (small-medium sized) health & fitness Instagram Influencers (rather than celebrities) and providing them with a discount to give to their audience.



(Gilliland, 2019)

Specialised Flavours-
Individual flavours
created for individual
markets. E.g. UK market
'Lemon Cake Wedding'
Flavour. The flavour of
Prince Harry and
Megan's wedding cake.



(Gilliland, 2019)

Influencer marketing- using niche (small-medium sized) health & fitness Instagram Influencers (rather than celebrities) and providing them with a discount to give to their audience.



Earned Media- blogs and news articles.



(Gilliland, 2019)



SITUATIONAL ANALYSIS

PESTLE

POLITICAL

- ICE CREAM CLASSIFICATION REQUIRES DAIRY MILK FAT CONTENT NO LESS THAN 10%, AND 168G/L OF FOOD SOLIDS
- BUREAUCRACY, CORRUPTION OR FAVORITISM IN F&B INDUSTRY
- INCREASE OF TRADE REGULATIONS & TARIFFS
- MINIMUM WAGE, OVERTIME AND BENEFITS LEGISLATION
- FOOD SAFETY REGULATIONS
- PRODUCT LABELLING AND DISCLOSURE REQUIREMENTS



ECONOMIC

- ICE CREAM CONTRIBUTES TO \$1,078.9M OF THE AUSTRALIAN MARKET, AND HAS A COMPOUND ANNUAL GROWTH RATE OF OF 4.3% IN THE LAST 5 YEARS.
- MARKET STABILITY (BOTH F&B AND JOB MARKET)
- STABILITY OF COMPANY HQ IN AMERICA AND ECONOMIC CLIMATE (INC CURRENCY)
- SKILLED WORKFORCE
- LABOUR COSTS
- INFLATION RATE, INTEREST RATES



(MARKETLINE 2015)

SOCIAL

- MARKET FOR HEALTHIER ALTERNATIVES IS GROWING
- INCREASING AWARE OF FITNESS AND INGREDIENTS GOING INTO THE BODY
- INCREASING MARKET FOR HEALTH-CONCIOUS INDULGERS (NOT DIETERS)
- DIET AND HEALTH INDUSTRY CULTURE - ALWAYS FLUCTUATING WITH NEW TRENDS



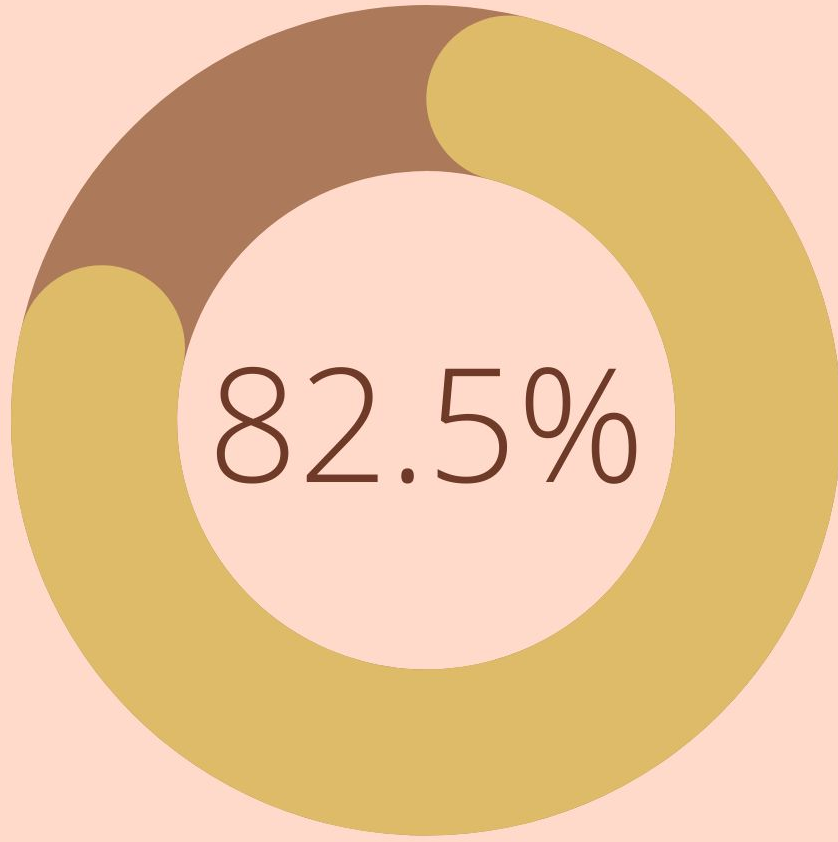
(Neo, 2019)

PRIMARY RESEARCH
REVEALS THAT



OF PEOPLE EXPERIENCE
GUILT WHEN
INDULGING IN DESSERT





FURTHERMORE,
IT WAS FOUND
THAT AN
OVERWHELMING
MAJORITY WOULD
BE INTERESTED IN
TRYING/BUYING
LOW CALORIE
ICECREAM

TECHNOLOGICAL

- INCREASE IN ONLINE SHOPPING
- INCREASE IN CUSTOMERS USING HOME DELIVERY SERVICES
- INCREASE OF USE OF MACHINERY LEADING TO A DECREASE FOR PHYSICAL LABOUR
- TECHNOLOGY DEVELOPMENTS BY COMPETITORS



(osmetri, 2021)

LEGAL

- INTELLECTUAL PROPERTY, COPYRIGHT, PATENTS AND DATA PROTECTION
- CONSUMER DATA PROTECTION USING ECOMMERCE- CYBERSECURITY
- HEALTH AND SAFETY LEGISLATION POLICIES CHANGING
- WORKERS RIGHTS, DISCRIMINATION LAW



(LexisNexis, 2021)

ENVIRONMENTAL

- CONSUMERS WANT TO KNOW THEIR PRODUCTS ARE SUSTAINABLY MADE
- INCREASE IN 'CANCEL CULTURE' OF PRODUCTS NOT SUSTAINABLE MADE
- CLIMATE CHANGE AFFECTING DAIRY SUPPLY
- ENVIRONMENT AND POLLUTION WASTE MANAGEMENT LEGISLATION
- DRIVE FOR CORPORATIONS TO USE RENEWABLE ENERGY



(IBISWORLD 2021)
(FERN FORT UNIVERSITY N.D.)

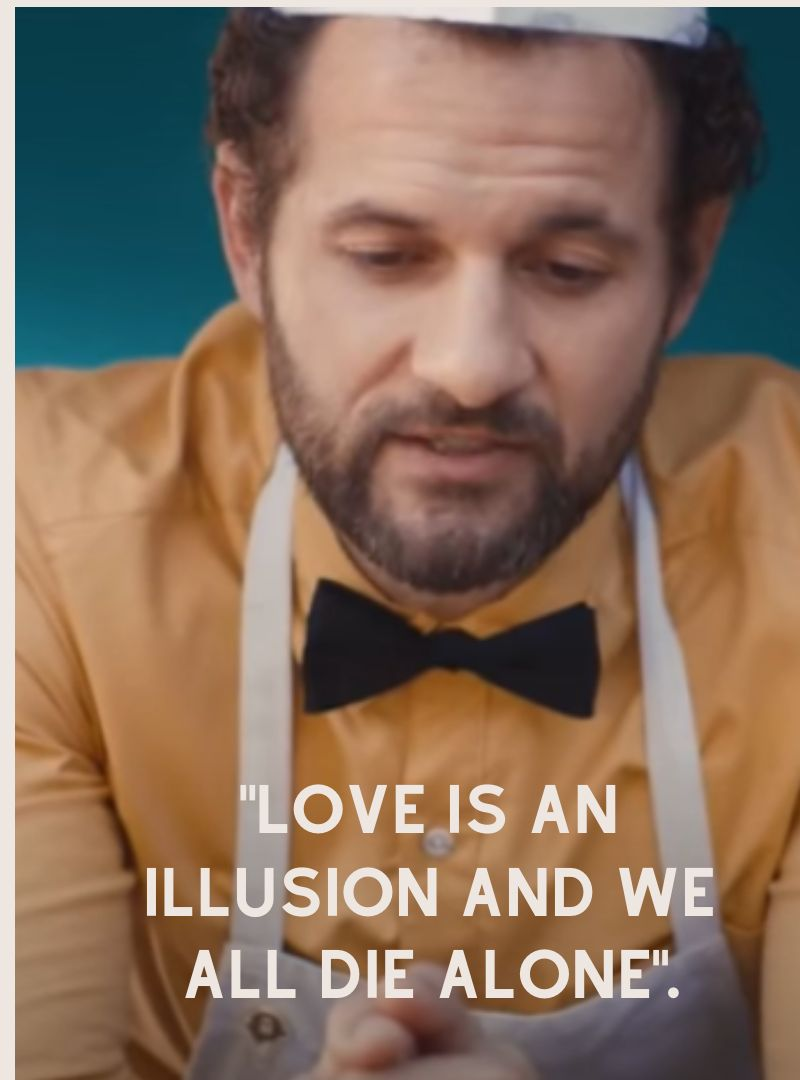
EXAMPLE 1 OF MARCOMMS STREAMING SERVICE (HULU) AD



- CAPTURING THE TARGET MARKET WITH TWISTED HUMOR
- ICE CREAM IS PORTRAYED AS AN ARCHETYPE FOR HEALING A BROKEN HEART. THESE ADS ARE DRAWING THE COMPARISON OF ICE CREAM AS COMFORT FOOD FOR ADULTS BY MAKING FUN OF THE STRUGGLES OF ADULthood

**"ICE CREAM FOR ADULTS,
BECAUSE ADULTS NEED A
LOT OF ICE CREAM"**

- FIRST AD FEATURES THE BACHELOR - NOT A GOOD 'CELEBRITY APPEARANCE'
- THE AIM OF THESE ADS IS **PRODUCT RECALL**, HOPING ADULTS WILL MAKE THE CONNECTION BETWEEN THEIR LIVES AND THE AD
- AD BARELY DEPICTS THE ICE CREAM BRAND, INSTEAD USES SARCASM AND DRY HUMOR WHICH ACHIEVED **NO BRAND RECOGNITION** OR RECALL.
- ASSOCIATES THE BRAND WITH **DEPRESSING REALITY OF ADULTHOOD**, NOT WANTING ICE CREAM



EXAMPLE 2 OF MARCOMMS

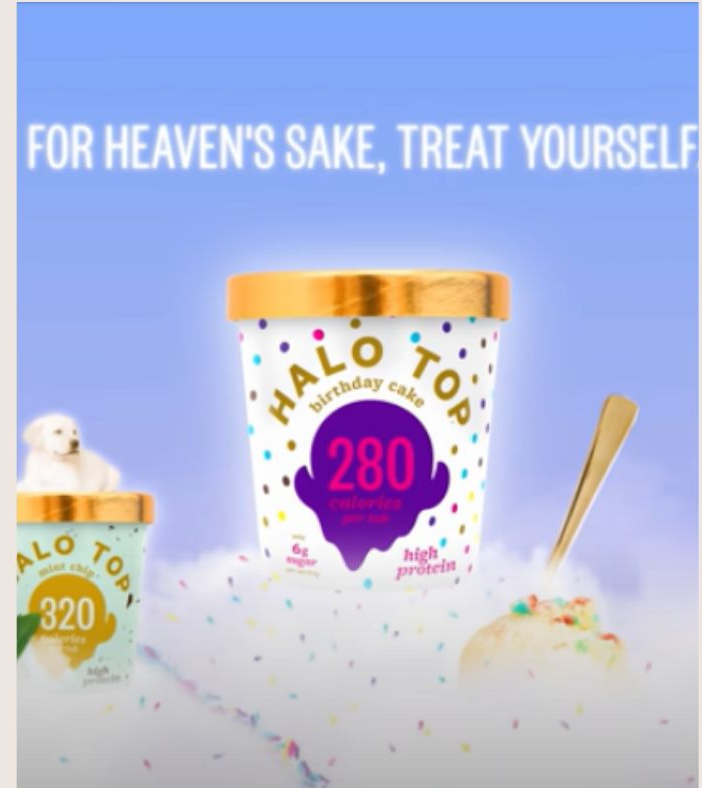
TV AD

- “THE PERFECT PINT” IS AN AD SHOWING A HUMOROUS BATTLE BETWEEN THE ANGEL AND DEVIL OVER MAKING GUILT FREE ICE CREAM
- TAKES AWAY THE ‘GUILTY PLEASURE’ OF ICE CREAM AND IS NOW A HEALTHY ALTERNATIVE
- PLAYS INTO TYPICAL GOOD VS BAD, ANGEL VS DEVIL, TO ASSOCIATE THE BRAND WITH BEING A ‘GOOD’ ICE CREAM AND NOT BEING ASHAMED EATING IT .

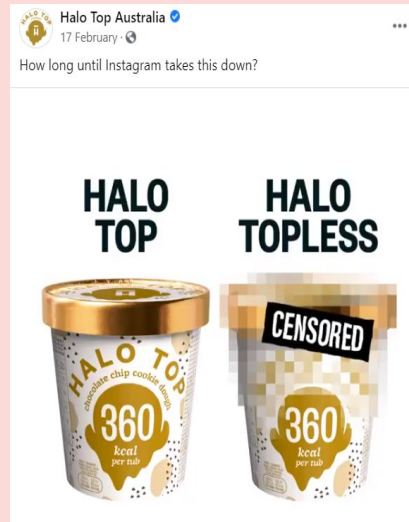
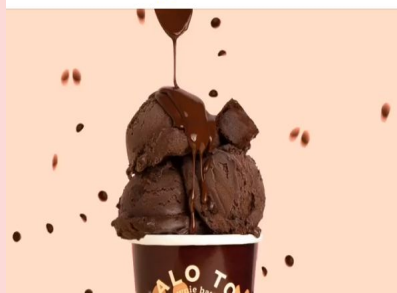


(Ad Stasher, 2017)

- HAVING THIS ASSOCIATION THE CONSUMER THEN FEELS LESS GUILT ABOUT EATING A RICH ICE CREAM BECAUSE IT IS NOT AS BAD FOR THEM, AND IT IS PORTRAYED AS A PERFECT ALTERNATIVE WITHOUT COMPROMISING FLAVOUR.
- MEMORABLE AD, FITS WITH THE SUPERNATURAL 'HALO' THEME USING AN ANGEL TO PROMOTE THE PRODUCT
- LOTS OF PRODUCT INFORMATION AND BRAND IS VERY CLEAR



(DIGIDAY, 2017)



EXAMPLE 3 OF MARCOMMS FACEBOOK

- SOCIAL MEDIA CONTENT AND IS CONSISTENT WITHIN ALL PLATFORMS
- SOCIAL MEDIA CONTENT AND ADS ARE CONSISTENT BETWEEN INSTA AND FB , THEIR PAGES REFLECTS A STRONG, QUIRKY AND HUMOROUS BRAND PERSONALITY.

(DANAO, 2020)

- ENGAGING WITH CUSTOMER THROUGH THEIR BRAND PERSONA SHOWCASES A STRONG AUTHENTIC VOICE
- FACEBOOKS ADS ARE USED TO TARGET CUSTOMERS DEMOGRAPHICALLY AND GEOGRAPHICALLY
- SHOW THEIR CONSUMERS HOW TO LIVE A GUILT FREE LIFE WITH VARIOUS RECIPE OPTIONS.

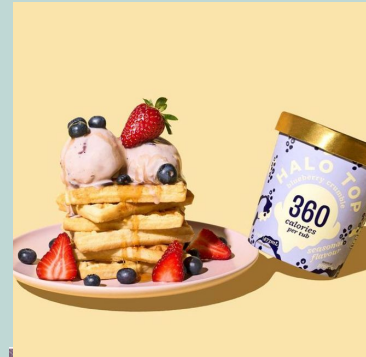


EXAMPLE 4 OF MARCOMMS

INSTAGRAM

- 647,000 FOLLOWERS ON INSTAGRAM, (59K AU)
- 160% INCREASE IN SOCIAL FOLLOWERS OVER 10 MONTHS
- STARTED THE BRAND OF WITH AT 90% FOCUS ON DIGITAL AND SOCIAL MEDIA, AND NOW ARE A 100% DIGITALLY NATIVE BRAND.

COOL, CALM,
COLLECTED





- EMPHASIZES THE **PACKAGING** USING PHOTOS AND GIFS OF THE PINTS SET AGAINST **MINIMALISTIC** BACKGROUNDS AND POPS OF COLOUR.
- CLEAN AND SLEEK IMAGES WITH AS LITTLE CLUTTER AS POSSIBLE
- AIM OF THE SOCIAL PAGES IS TO **EVOKE INTEREST** INTO THE IMAGE AS ASSOCIATE THE BRAND WITH BEING COOL AND CALM. DO THIS BY USING **PASTEL COLOURS** MAINLY AND ONLY BRIGHT POPPING COLOURS WHERE THEY WANT TO DRAW ATTENTION THE MOST.



TCB POSITIONING MODEL

TARGET CUSTOMER

WHO IS IT
FOR?



End Consumers:

- Targeted Health-Conscious Millennials (Lindstrom,2021)
- Gym Trainers & Dieters (Helm,2018))

Distributors:

- Wholesalers & Retailers
- Halo Top targets distributors in order to access its end consumers.
- Woolworths, Coles, Caltex (HaloTop, 2021)

TARGET CUSTOMER

Campaign Target	Creative Target
<ul style="list-style-type: none">• Brand loyals: Buyers who are loyal to Halo Top• Favourable Brand Switchers: Buyers who buy Halo Top but also buy other similar brands• New Category Users: Buyers who want to buy ice cream with health benefits or a brand that provides health options (vegan, dairy free ect)	<ul style="list-style-type: none">• Behaviour: Dieters, frequent gym visits, health conscious, calorie counting, social media engaged, looks up brand before purchasing.• Lifestyle: Fitness enthusiasts, ambitious individuals• Values: Socially conscious, progressive thinkers, attracted to brands that are clean and spell out their key benefit to avoid confusion.

C - CATEGORY POSITIONING

ADOPTING THE NARROWER CATEGORY POSITIONING STRATEGY

- HALO TOP'S NICHE PRODUCT WAS THE SOLUTION TO CONSUMER ANXITIES ABOUT INDULGING IN ICECREAM.
- INNOVATION OF BEING THE INDUSTRY'S FIRST LOW CALORIE, LOW SUGAR PROTEIN ICE CREAM MEANT THAT THEY HAVE BRIDGED THE IMPOSSIBLE - TO BE ABLE TO INDULGE IN ICE CREAM WITHOUT THE GUILT AND INADVERTENTLY CREATED THE FIRST HEALTHY ICE CREAM MARKET.

(GILLILAND, 2019)

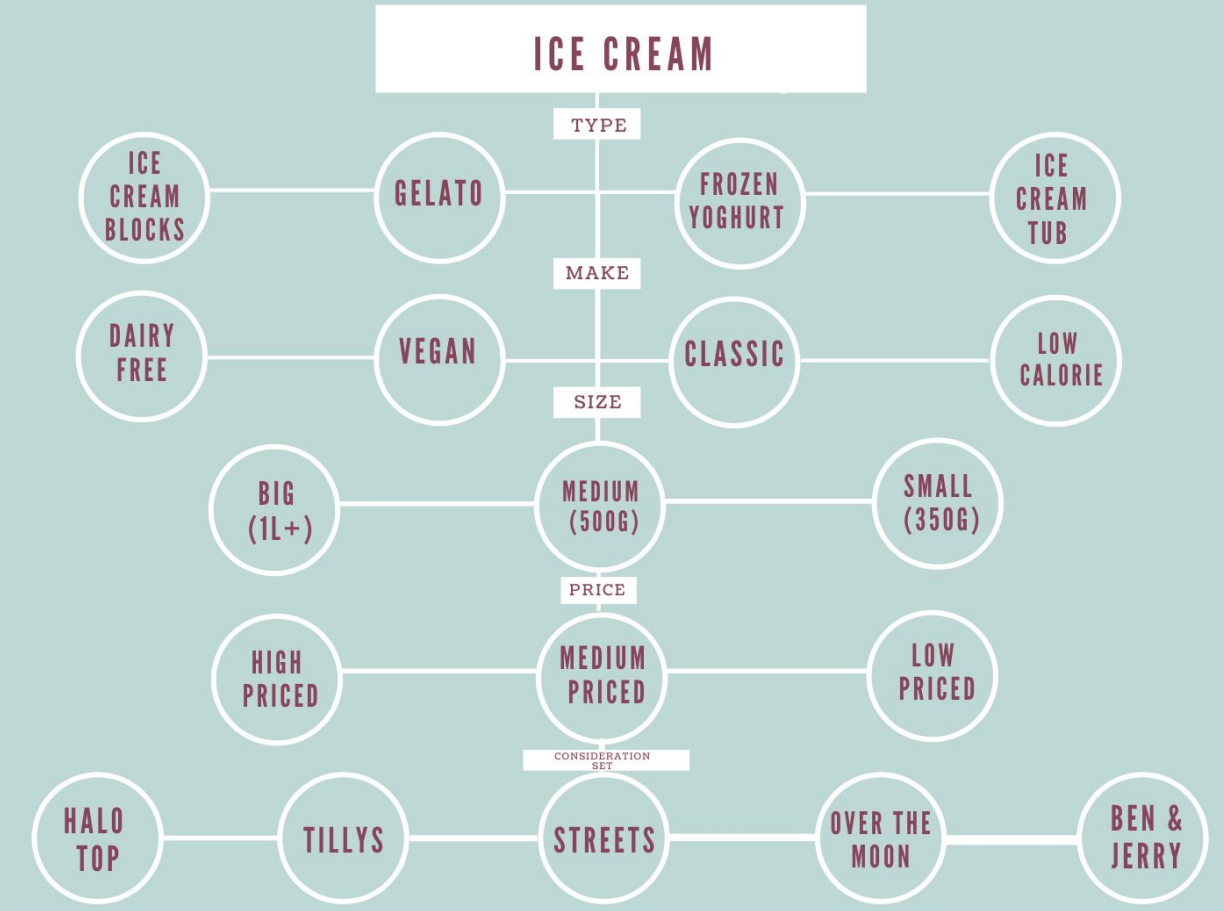


- THEIR POSITIONING STRATEGY IS EMBEDDED IN THEIR PACKAGING: SLOGANS PLACED ON LID FOIL - NO BOWL NO REGRETS / STOP WHEN YOU HIT THE BOTTOM
- ICE CREAM CALORIE COUNT STRATEGICALLY DISPLAYED IN CENTRE TO BE VISIBLE.

(GILLILAND, 2019)



CONSIDERATION SET GRAPH



B - BENEFIT POSITIONING

FOCUSING ON DIFFERENTIATED POSITIONING:

- HALO TOP IS LOW IN CALORIES AND HEALTHIER THAN OTHER COMPETING ICE CREAM BRANDS.
- **PRODUCT AS HERO POSITIONING:** BUYING HALO TOP PRODUCTS ALLOW CONSUMERS TO FEEL LESS GUILTY WHEN INDULGING DESSERT. CONSUMERS WILL FEEL REASSURED WHEN CONSUMING HALO TOP ICE CREAM

(GILLILAND, 2019)



B - BENEFIT POSITIONING

FOCUSING ON DIFFERENTIATED POSITIONING:

Key Benefits	Emotional Selling Proposition:
<ul style="list-style-type: none">• Associating emotions instills positive emotions excitement, indulgence, humor and guilt free towards their consumers.• Halo top aims to position themselves as a cheerful, reassuring and beneficial brand.	<p>Entry tickets: All Halo Top products guarantees lower calories and sugar.</p> <ul style="list-style-type: none">• This entry ticket benefit is strongly positioned - The calorie count strategically place on the centre of all its products. <p>Inferior benefits: Halo top products price point is higher than its competitors.</p> <ul style="list-style-type: none">• Halo Top prices deters new category users & Multi Brand Loyals away from their brand as they would seek similar products positioned at a lower price.

BRAND POSITIONING

1. I-D-U BENEFIT ANALYSIS
2. A-B-E BENEFIT CLAIM MODEL



BRAND POSITIONING: HALO TOP

Key Benefit = Emotional Benefit = Delicious Guilt Free Ice-cream.

I	D	U
<ul style="list-style-type: none">• It is important to their customers that they are healthy yet still enjoying their desert.	<ul style="list-style-type: none">• The brand is able to deliver this benefit through their marketing strategy, using phrases such as “Guilt Free Zone” and “No bowl, no regrets”.• Each pint of ice-cream also proudly displays the amount of calories per tub.	<ul style="list-style-type: none">• Halo Top is unique as their ice cream has less fat and sugar than traditional ice-cream, as well as added protein.• They offer a healthy alternative to ice-cream that is still real ice cream as opposed to frozen yogurt or a confectionary desert.• Focus on allowing customers to indulge without feeling guilty.

MULTIATTRIBUTE STRATEGY

1. **Uniqueness strategy** – Increase Halo Top's perceived delivery on an important benefit:
 - Has less fat and sugar than traditional ice-cream, and added protein.
 - Brand has not compromised in taste, quality of variety of flavours, and it is marketed as a unique guilt free dessert alternative.



2. **Comparative strategy** – Using comparative advertising, to decrease a competitor's perceived delivery on a benefit:

- Comparative advantage is that it is a normal line of pint sized ice cream flavours, that taste just as good as any other competitor
- Outperform competitors in terms of health benefits.
- Instagram page- they are constantly showing new gourmet flavours, some that are new and some that are readily available -
- Facebook shares low cal indulgent recipes (pancakes, brownies) to pair with their ice cream and outline their health benefits though this constantly

A-B-E BENEFIT CLAIM MODEL

- Halo Top's attribute **(a)** is **'The perfect pint'**. This states objectively that the pint is a perfect in between of flavourful ice cream while also being health conscious.
- The benefit **(b)** states that the icecream is **'Low in calories, high in taste'**. This is the benefit, and is exactly what the customer is looking for, spelt out for them.
- The emotion **(e)** reiterates that when eating the pint the consumer will be in a **'Guilt free zone'** As is described on their safety foil inside the pints packaging. This ensures the consumer is aware as they are eating it that they shouldn't feel guilty or ashamed.

(a) The perfect pint

**(b) Low in calories,
high in taste**

(e) Guilt free zone



UNDERSTANDING THE MARKET



COMPETITORS



Plant Based
Gluten Free Range
Dairy Free Range
Vegan Range
Low Calorie
Internationally Sold
Annual sales revenue of
\$132M

(Ben & Jerry's Homemade, Inc. |
Encyclopedia.com 2018)



Blue Ribbon Low
Calorie Range
Vegan Range
Internationally Sold
4 Flavours
(Streets Ice Cream,
2019)



Plant Based
6 Flavours
Dairy Free
Gluten Free Range
(Over The Moo,
2021.)



Vegan Range
Low Calorie
Internationally Sold
Dairy Free Range
3 Flavours
Australia made and owned
(Medianet 2019)



COMPETITOR 1

BEN & JERRY'S

TARGET MARKET

- 16 - 24 year olds
- Interested in social justice issues
- Reasonably wealthy
Willing to pay more for higher quality
- Has a sense of humour



BEN & JERRY'S ADVERTISING STRATEGY

- Ben & Jerry's target market is most easily reached through social media channels such as Facebook, Twitter and Instagram.
- Promotes limited edition flavours standing up for activist issues.
- Consumers remain loyal to the brand and purchase as a result of their strong socialist views.



"I DOUGH I DOUGH"

**THE LGBTQ+ COMMUNITY AND
MARRIAGE EQUALITY**

26k likes & 11k shares on Facebook



"PECAN RESIST"

**EQUALITY, JUSTICE AND RESPECT
RESPONDING TO THE TRUMP**

ADMINISTRATION
978k views on YouTube



"CHANGE THE WHIRLED"

**DISMANTLE SYSTEMS OF
OPPRESSION AND EMPOWER**

PEOPLE OF COLOUR
91k likes on Instagram

OVER THE MOO

COMPETITOR 3

TARGET MARKET

- 20 - 40 year olds
- Those who choose not to / cannot eat dairy
- Interested in an indulgent experience



STREETS

COMPETITOR 2

TARGET MARKET

- 20+ year olds
- Loyal customers to a familiar brand
- Attracted to healthy products
- Looking for a 'guilt-free' dessert



OVER THE

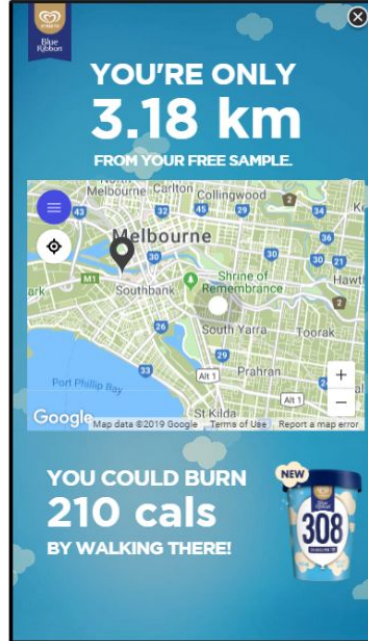
MOO

- The brands advertisements are featured on physical means such as **billboards**, **posters, flyers** and a **promotional van** where they travel and host 'pop-up' stations.
- This targets a more **passive audience** and optimises sales through foot traffic.
- The van also generated a lot of **earned media** articles in the lead up to their launch.





- Streets are a renowned brand Australia-wide, having provided indulgent ice cream for decades. Their marketing strategy have introduced their low calorie range with a **collaborative approach**.
- Teaming up with Fitness First and Mango PR, Blue Ribbon have harnessed **geo-targeted ads** to encourage sales. This campaign alerts the audience how many kilometres away their ice cream stockists are and how many calories walking to this destination would burn, justifying the sale and indulgence of their sweet dessert.
- Fitness First members were also offered one-hour classes and rewarded a complimentary tub after completion.





COMPETITOR 4

TILLYS

TARGET MARKET

- Women
- 20 - 50 years old
- Conscious of Australian owned / made products
- Health / Image conscious



POSITIONING MAPS



GUILT FREE
CONSUMPTION



HIGH PROTEIN →



HIGH GUILT CONSUMPTION

← LOW PROTEIN

HIGH CALORIES



CREAMINESS

LACK OF
CREAMINESS



LOW CALORIES

VEGAN FRIENDLY



UNIQUE
FLAVOURS

TRADITIONAL
FLAVOURS



NON-VEGAN

TASTY



LOW PRICE

HIGH PRICE

DISTASTEFUL

BRAND VOICE

BY ENGAGING WITH
CUSTOMERS ON SOCIAL MEDIA,
AND CREATING CONTENT FULL
OF POP CULTURE REFERENCES
AND SASSY WORDS, HALO
TOP'S MARKETING
COMMUNICATIONS RESONATE
WITH ITS CUSTOMERS.





Halo Top Australia ✓

12 March at 17:43 · 🌐



When are they going to start reporting on the real news? 🙄 Halo Top on sale next week at Woolworths Supermarkets!

News the world is
talking about:



The only news I
care about:



**On sale next
week at Woolies!**

*funny
relevant
sassy
fun
exciting
youthful*



TARGET MARKET SELECTION

TARGET MARKET

PRIMARY SEGMENT

- female
- 18-24 years old
- middle-upper class
- educated
- health conscious





- self-aware
- trendy
- the decider
- influences friends
- very active on social media

BUYER PERSONA

MEET 'SAM'



23 years old Single

Female

Fashion Industry

suburban

Health conscious

Bachelor Degree

Career incentivized

Social Butterfly



MEET 'MICHAEL'

male

Master's degree

31 years old

Health & Fitness Industry

Inner-city

High income

Large social
media following

moderately strict diet



Gym fanatic



SEGMENTATION



DEMOGRAPHIC	<ul style="list-style-type: none">• Age: 18-34• Gender: Women• Ethnicity: Any ethnicity• Religion: Any (except Hinduism as eggs are in ice cream proteins)• Education: College and above education level• Household Size: 1-4 people
GEOGRAPHIC	<ul style="list-style-type: none">• Country: Australia based target• Climate: Warmer climate closer to the equator and by the ocean
BEHAVIOURAL	<ul style="list-style-type: none">• Usage Rates: Weekly or Bi-weekly• Brand Loyalty: Brand loyals, favourable brand switchers and new category users• Behaviours: Dieters, gym membership holder, health conscious, calorie counting, social media engaged, researches healthy brands
PSYCHOGRAPHIC	<ul style="list-style-type: none">• Lifestyle /Personality: Fitness enthusiasts, ambitious individuals, Socially conscious, progressive thinkers, attracted to brands that are clean and spell out their key benefit (low calorie).

REAL WORLD SUPERMARKET SALES EXAMPLE

DEMOGRAPHICS OF STORE LOCATION:

- 25-29 YEARS OLD IS THE 5TH LOWEST POPULATION AGE SIZE
- MEDIAN AGE: 42
- THE MEDIAN WEEKLY PERSONAL INCOME FOR PEOPLE AGED 15 YEARS AND OVER WAS \$867
- 10,486 PEOPLE - OF THESE 51.5% WERE FEMALE
- OF PEOPLE AGED 15 AND OVER 11.8% HAD COMPLETED A CERTIFICATE III OR IV AND 9.9% HAD COMPLETED AN ADVANCED DIPLOMA OR DIPLOMA (ABS CENSUS QUICKSTATS, 2016)



(PRIMARY RESEARCH OBTAINED FROM UNDISCLOSED IGA STORE)

REAL WORLD SUPERMARKET SALES EXAMPLE

GEOGRAPHIC INFORMATION:

- LACK OF GYMS IN THE IMMEDIATE AREA
- SUBURBAN AREA WITH MODERATE-LOW CONSUMER TRAFFIC
- LOCALS MAKE-UP MAJORITY OF THE TRAFFIC, LOW OUTSIDER TRAFFIC



(PRIMARY RESEARCH OBTAINED FROM UNDISCLOSED IGA STORE)

REAL WORLD SUPERMARKET SALES EXAMPLE

RESULTS SUGGEST HALO TOPS
BRAND AWARENESS AND
RECOGNITION WAS **RELATIVELY
POOR** IN THIS PARTICULAR
STORE. THE DEMOGRAPHICS &
GEOGRAPHICS OF THE STORES
**LOCATION MAY EXPLAIN THE
LOW SALES AND RECOGNITION.**



REAL WORLD SUPERMARKET SALES EXAMPLE

HALO TOP SALES REPRESENT SUCCESSFUL **REPEATED SALES OF 2 VARIETY FLAVOURS**. THIS DEMONSTRATES ONCE CONSUMERS EXPERIENCE HALO TOP ICE CREAM, THEY ARE EDUCATED ON THE VALUE/BENEFITS OF THE BRAND. HOWEVER, UNITS SOLD OVERALL DEMONSTRATED **POOR MARKETING STRATEGY** AND **INABILITY TO SUCCESSFULLY INFILTRATE** INTO THIS IGA STORE AND AREA.



SALES OVER A 12-MONTH PERIOD:

- 3/11 FLAVOURS SOLD
- 29 UNITS SOLD
- HALO TOP PEANUT BUTTER FLAVOUR WAS THE HIGHEST SELLING AT 23 UNITS

(PRIMARY RESEARCH OBTAINED FROM UNDISCLOSED IGA STORE)

HALO TOPS APPARENT FAILURE IN THIS IGA SUPERMARKET CAN BE ATTRIBUTED TO SEVERAL REASONS:



LACK OF **TARGET CONSUMERS** IN THE AREA



LACK OF **PROMOTION AND COMMUNICATION** TO ADULTS THAT ARE FITNESS MOTIVATED, DIETARY PROFESSIONALS AND/OR DIABETIC.



LOWER AVERAGE **INCOME** THAN INTENDED TARGET MARKET



LOWER AVERAGE **EDUCATION LEVEL** THAN INTENDED TARGET MARKET

(PRIMARY RESEARCH OBTAINED FROM UNDISCLOSED IGA STORE)

ACTION OBJECTIVES

- **PRE PURCHASE ACTIONS:**
RETAIL VISIT, WEBSITE VISIT, READING
REVIEWS
- **PURCHASE ACTIONS:**
PURCHASING PRODUCT, REPEAT
PURCHASES, SAMPLING NEW FLAVOURS
- **POST PURCHASE ACTIONS:**
RECOMMENDING THE PRODUCT,
FOLLOWING SOCIALS PAGES,
PURCHASING THE PRODUCT MORE
FREQUENTLY



CONSUMER DECISION ROLES

- **INITIATOR:** THE CONSUMER WILL INITIATE THE DECISION TO BUY ICE CREAM USING PREDETERMINED WANTS OR SPONTANEOUSLY SEEING THE PRODUCT
- **INFLUENCER:** LOOKING AT THE ARRAY THE GOURMET ICE CREAM OPTIONS AT THE SUPERMARKET, COMBINED WITH KNOWLEDGE OF HALO TOP NOT SACRIFICING QUALITY AND TASTE FOR LESS CALORIES
- **DECIDER:** MAKE A BRAND CHOICE BASED ON THE BRAND PROMISES OF 'LOW IN CALORIES, HIGH IN TASTE' AND 'GUILT FREE'. DECISION MAY BE AFFECTED BY FLAVOURS AVAILABLE
- **PURCHASER:** CARRY OUT THE PURCHASE OF HALO TOP DUE TO BENEFITS
- **USER:** EATING THE PRODUCT



BEHAVIOURAL SEQUENCE MODEL

What (decision stages)	1. Need Arousal	2. Search and Evaluation
Who (roles)	Target market of 18-24, 26-35 year old women (initiator)	<ul style="list-style-type: none">• Target market (decider)• Social media influencers (influencer)• Friends (influencer)• TV and social media ads
Where (location)	<ul style="list-style-type: none">• Supermarket• At home• Social Media• Web	<ul style="list-style-type: none">• Supermarket• Social Media• Web / reviews
When (timing)	3pm-Midnight (After work/school and before shops close)	Search and evaluation is done as a pre-purchase action
How (decision process)	Bad day, comfort food, healthy reward, finished exercise, desert alternative	Consider all available options, Halo Top has the gourmet flavour range that doesn't sacrifice deliciousness, and feel guilt free (This is a stronger emotion than other brands strategies of happiness, taste ect)

BEHAVIOURAL SEQUENCE MODEL

What (decision stages)	3. Purchase	4. Usage
Who (roles)	Target Market (Decider)	Target Market (Decider) Friends, Roommates, Partner, Children
Where (location)	Supermarket or specialty store	At home, at a park, friends house ect
When (timing)	3pm-Midnight (After work/school and before shops close)	Within a week of buying
How (decision process)	Target market goes in with the need, brand knowledge and direction, completes a final evaluation of brands offered and purchases.	Eating ice cream guilt free



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