



Better-for-You Ice Cream Creates Smiles

Ketchum and Nestlé Dreyer's Ice Cream, Inc., Jan 1, 2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Consumer Products — Food & Beverage

Making people smile has been Dreyer's / Edy's heritage for 80 years. A quarter of consumers have cut back on ice cream, however 90 percent say they'd buy more if there were a better-for-you option that tasted good. That already exists with Dreyer's / Edy's Slow Churned; but more than half of customers are unaware. Dreyer's / Edy's needed to educate consumers with an emotional approach that would differentiate the brand and increase consumption. They partnered with Operation Smile and launched "A Reason to Smile." The team gave away scoops in trade for smiles. For every smile photographed, the campaign donated \$5. More than 23,000 photos resulted in more than 500 surgeries.

Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

Full Text: **SITUATION ANALYSIS**

Making people smile has been Dreyer's/Edy's brand heritage for 80 years. But lately, a quarter of consumers have cut back on ice cream. They still want those ice cream-induced smiles, it's the health concerns that have them scooping less. However, 90 percent of ice cream consumers say they'd buy more if there were a better-for-you option that tasted good. Well, that option already exists – Dreyer's/Edy's Slow Churned. It's just that more than half of Slow Churned customers don't even *know* that the product actually is better for you.

Dreyer's/Edy's needed to educate consumers with an emotional approach that would differentiate the brand and increase consumption. With Ketchum's help, Dreyer's/Edy's partnered with Operation Smile, a non-profit that funds cleft lip repair surgeries to children – and launched "A Reason to Smile." The team traveled the country, giving away scoops and capturing the spontaneous smiles when people were informed that the delicious ice cream contained half the fat. For every smile photographed, the campaign donated \$5 to Operation Smile. Since the campaign began, more than 23,000 photo uploads have resulted in more than 500 surgeries. And all the media attention and rise in Slow Churned dollar volume has everyone at Dreyer's smiling, too.

OBJECTIVES

Sweet Goals

Increase sales, as measured by new customers and volume sold during the summer selling months

- Bring in 100,000 new customers between May – August
- Demonstrate an increase of at least 5% in volume sold versus summer of 2011

Reverse the low-awareness among Dreyer's consumers that Slow Churned is all the flavor and ½ the fat.

- 15% of media coverage needed to come from Utah, Denver and North Carolina – to get ahead of competitors who are aggressively trying to penetrate these key growth markets
- 300 media placements, and 800 million media impressions, May - August, with majority of stories in lifestyle, food, entertainment and parenting outlets.
- More than half of the coverage needed to include the little known better-for-you messaging

Create an emotional connection with the brand to engage the consumer on a deeper level beyond just trial

- Drive strong consumer participation and engagement in the campaign
 - 25,000 new Facebook fans
 - 25,000 “uploaded smiles” (captured on Facebook and in photo booths at events around the country)

TARGET / AUDIENCE ANALYSIS

Can I Have My Ice Cream and Eat it, Too?

The primary purchaser is women, 25 - 45. She thinks about what she is doing for her body, and considers products that are good for you, or at least, less bad. She believes some indulgence is good and, when she does, it is in a healthier way that makes her feel even better about herself. But taste is paramount – it isn't about giving things up, but finding healthier ways to have it all.

- Nearly 25% of U.S. consumers today are reducing ice cream consumption – with 60% of them citing “not healthy for you” as primary driver
- 63% are married, median number of children in HH: 2
- TV is main source of entertainment, but most multi-task while viewing. 74% use internet most often at home

RESEARCH / PLANNING

The Inside Scoop

Brand team research:

- Nearly half of Slow Churned customers are unaware that the ice cream is ½ the fat of others.
Insight: Need education beyond simple brand awareness
- 90% of consumers say they would switch some ice cream consumption to light ice cream if the product met their taste needs.
Insight: Need to stress better-for-you messaging
- Low brand loyalty in a cluttered category, with consumers driven by price.
Insight: Need to build emotional connection to brand with cause marketing
- Competitor Blue Bell was zeroing in on key growth markets (Denver, North Carolina and Utah), attempting to push Dreyer's/Edy's out of the freezer aisle.
Insight: We needed a campaign that could be locally targeted

Ketchum's secondary research:

- In the ice cream category, sampling works well to engage consumers and boost purchase intent (Source: Arcade Marketing).
Insight: Create sampling program
- Media audit revealed little interest in news that Slow Churned is ½ the fat, since brand is six years old

Insight: Need newsworthy cause, with localizable hook

- More than half of consumers will pay more for a product that supports a good cause (source: Edelman Purpose Survey).

Insight: Identify cause to reinforce emotional connection to brand

STRATEGY

Make Better-for-You a Reason to Smile

Launch a geo-targeted sampling campaign connected to a relevant cause that's about creating smiles – which would immediately show how 'better for you' ice cream creates lots of smiles.

- Align the initiative with a charitable call-to-action that reflects the brand's heritage of creating smiles
- Identify sampling events in key growth markets with built-in media attention and high consumer traffic
- Identify celebrity influencers to generate top-tier media coverage and immediate consumer buzz
- Host the hub of activity on Facebook, where our consumer is already an active participant and generate shareable content for her to spread among her networks

EXECUTION / TACTICS

Launching "A Summer of Smiles"

We identified Operation Smile as the perfect partner since inspiring a smile has been at the crux of both of our brands for decades.

We spent the summer sampling, and capturing the spontaneous smiles of customer's delighted to learn that Slow Churned ice cream was delicious and better for you. As if that wasn't enough of "A Reason to Smile," we donated \$5 to Operation Smile for every photo taken at our events or uploaded to our Facebook page – and we gave away coupons on Facebook, so even more consumers could support the cause (and try our ice cream).

To help media get the scoop:

- Operation Smile advocate and celebrity Brooke Burke launched the campaign, giving away the first "scoop" to EXTRA host Maria Menunos live from our LA event
- In key market events, families turned their free scoops into smiles. Ice cream deliveries to TV stations and partnerships with dietitians had the media buzzing
- To culminate the tour, Dreyer's sponsored NYC's SocialLuxe Lounge. Actress Vanessa Lachey hosted and paparazzi captured photos as she scooped up the sweet treat for 300+ bloggers

EVAUATION OF SUCCESS / MEASUREMENT

Everything and More, With a Cherry on Top!

Objective: Generate a summer sales increase

- Dollar volume and dollar velocity are both trending upwards for the **first time in over a year**
- **In just a 4-week period at only one top grocery retailer alone, we added 125,000 new households** to the Slow Churned franchise

Objective: Drive "all the flavor ½ the fat" message through quality media coverage – in target growth markets

- **465 media placements** in outlets like People.com, ModernMom, and Yahoo!, for a total of **930 million media impressions** – **86% above our original goal**

- **67% of coverage included critical better for you messaging**
- **Nearly 15% of coverage came from key markets – in total media impressions, we reached more than half their population!**

Objective: Create an emotional connection and consumer engagement with the brand

- **Doubled Facebook fans within the first 24 hours, and secured 200,000 new fans** by end of summer
- **37,500 scoops of Slow Churned sampled in key target markets**
- **Nearly 70% of coverage mentioned the Operation Smile partnership and the consumer call-to-action**

And our sweetest reason to smile? Through 23K+ photo uploads (@ \$5 a smile) we raised enough money to gift 500 surgeries to children in need!

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