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WarmChills

WarmChills is the newest innovation in the ice cream world. Made to satisfy the sweet tooth anywhere and packaged in simple, single-serve containers, ice cream lovers can pop it in the microwave for a one-of-a-kind ice cream experience. Before the product hits the shelves, it is important to understand the ice cream market and specific audiences for this product.

Ice Cream Consumers

Ice cream is a robust industry. In the United States alone, 470 manufacturers produce 1.4 billion gallons of ice cream a year (IBISWorld, 2019; IDFA, 2020). In 2019, 289.3 million Americans consumed ice cream (Statista, 2020). Annually, that adds up to 11.8 pounds of ice cream per capita (Conway, 2020). The most popular time to eat ice cream in the United States is July and other summer months. Ice cream is popular in the Northeast, as Rhode Island, Massachusetts and New Hampshire have the highest search rate for ice cream in the country (Google Trends, 2020).

In North America, the United States and Canada make up the most ice cream consumption. The United States is the second leading ice cream consuming country in the world, while Canada is the sixth largest ice cream consumer in the world, with its residents eating 10.6 liters per capita per year. Globally, New Zealand consumes the most ice cream at 28.4 liters per capita (Chepkemai, 2020). Ice cream is an overall popular treat, especially in the summer. When moving into a global market, having some of the top ice cream-consuming countries in different hemispheres can make for profitable sales for the entire year.

Some search terms that are both searched often and searched during the summer are ice cream, microwave and dessert (Wordtracker, 2020; Google Trends, 2020). These words are effective in reaching potential customers because they not only are searched often but also searched when WarmChills would best be released. Getting into the space on Google, however, can be tricky. Using specific words, such as 90s-style ice cream, microwavable ice cream and kid-friendly ice cream are more specific and all individually highly searched.

Because ice cream is highly searched in the Northeast, it is critical to include in the introduction of WarmChills. To promote this ice cream to the audience mentioned below, adding keywords like easy, clean, kid friendly, nostalgic and other like terms will resonate with the audience. Above all, microwavable ice cream will be a new space, as there is not currently enough data for it to show up on Google trends. Because of this, WarmChills will have the opportunity to dominate that space, but not without people discovering the product. That is where this PESO model plan for this specific audience comes into play.

Audience Persona

Busy Bernadette

Demographics

Age: 34

Gender: Female

Salary/household income: \$55,000

Location: Boston suburb

Education: Bachelor's degree from Montclair State University

Family: Divorced, single mom with two children aged 5 and 7

Goals/Challenges

What are her goals, aspirations?

She wants to be a successful mother and working woman. She wants the best for her children while also having time to herself. She values what her ex-husband thinks about her parenting style and hopes he thinks she is a good mother. She likes to look at how her life could be.

What problems does she have?

She does not have much time to do stuff for herself and she is always in a rush. She is afraid for the wellbeing of her children and is always trying to find a way to balance work with being there for her children.

Media/Distribution

What kind of media does she use?

Local/national news websites

How else can we reach her?

Facebook, Instagram, Pinterest and blogs

What words, phrases resonate with this audience?

Nostalgia, safety, quick, easy

What kinds of images resonate? Would she click on a video?

Children enjoying a treat, likes videos but likes to read more

Writing style (short, verbose)

Short

Busy Bernadette is a divorced millennial woman with two young children. In the United States, 12% of millennial adults live with a child but no spouse (Barroso, 2020). Her ex-husband provides some financial support, but she is mostly on her own to take care of her children. She is part of half of millennials who have a bachelor's degree, and she is part of 56% of millennials who are non-Hispanic white (Barroso, 2020; Pew Research Center, 2018). She is liberal, as are 70% of millennial women (Alexander, 2018). While the median salary of her age and gender is \$40,508, her college degree slightly increases her income; however, because she had to take some time off when her children were babies, she does not make as much as her male counterpart does (Martin, 2019).

Busy Bernadette's specific characteristics, location and position as a mother make her a perfect target audience for WarmChills. As a 90s child, she grew up with a slew of nostalgic foods, and WarmChills is the perfect combination of quirky and functional. This also means she grew up in the age of texting on flip phones, so her writing style is short. Just like 59% of working mothers, Busy Bernadette scrambles for time, and like many parents, she is worried about the safety of her children. She, like 93% of other parents, wants her spouse or ex-husband to view her as a good parent (Pew Research Center, 2015). All of these traits surrounding her family make it a perfect part to highlight in messaging for Busy Bernadette. She identifies as a mother first and foremost, and with this product, we can channel her motherly instincts and wishes in the messaging.

In the age of information saturation, millennials consume the news differently than prior generations.

As a millennial white woman, Busy Bernadette uses her smart phone to get her news in the morning, like 39% of her counterparts. Facebook and other social media websites are great places to get her morning news, as 52% of millennials use Facebook and 43% of millennials use other social media websites. Thirty-three percent of millennials get their news directly from the source, such as local and national news websites (Kalogeropoulos, 2019). For all adults, that percentage is higher, as 76% regularly get their news online directly from news websites (Barthel, 2016). More than 80% of millennials have gotten their news from an online news organization at least part of the time. Overall, two-thirds of all Millennials read the news from one source or another (Young, 2015).

Millennials like Busy Bernadette spend a lot of time digging deeper into the news they consume. Of the additional research, 57% takes place on Google or similar search engines, 23% look directly on news websites and 7% check Facebook (Young, 2015).

When not specifically checking for news but rather connecting with friends and ideas, Busy Bernadette is on three social media platforms: Pinterest, Instagram and Facebook. Women make up 71% of Pinterest users, and 80% of mothers in the United States use Pinterest. Pinterest is especially popular among people Busy Bernadette's age, as half of millennials use Pinterest (Omnicores, 2020). Busy Bernadette adapted to Instagram as a young adult out of college, much like 37% of American adults. A little more than half of all Instagram users are female, and 35% of adults aged 25 to 34 use Instagram (Omnicores, 2020). As a Facebook user in college, Busy Bernadette knew Facebook when it was still a way to connect with university students. She remains on Facebook as a way to interact with distant friends and family, much like 84% of people aged 30 to 49 (Omnicores, 2020).

The best way to get Busy Bernadette's attention and ultimately get her to purchase WarmChills and become a lifelong fan of the brand is to meet her where she is currently. We need to meet her where she gets her news and we need to meet her with messages that would resonate with her.

Influencers

The following influencers will be both a good fit to connect with Busy Bernadette and a good fit for the WarmChills product.

1. The Instagram influencer @fiftystatefoodie has about 5,000 followers and a reach of about 17,000 people. She is a local to the Northeast region, as she is based in Boston, but she travels around the area and the country blogging food. She is not too flashy and reviews ice cream often, perfect for both our audience and WarmChills itself.
2. The influencer @madewithmeg has over 50,000 followers on Instagram, but more importantly, she is a mommy blogger who keeps it real and loves all things food.
3. Father and blogger @lunchboxdad shares how he makes his children lunch and feeds them easy snacks through his verified Instagram account and his simple and easy blog. This is a perfect place to reach Busy Bernadette, because she is always looking for quick and fun items to feed her children.

Key Messages

WarmChills' microwavable ice cream has many target audiences who all need their own messaging. For this analysis, all the messaging will be geared toward reaching Busy Bernadette. The overarching message for Busy Bernadette is that WarmChills is a new microwavable ice cream perfect for budget-conscious working families on the go. This message can be broken

down into specific messaging for each of the four facets of the PESO model— paid, earned, shared and owned media.

Owned Media

Beginning with owned media, WarmChills will have a website and a blog that both serve as a place for our generated content. The WarmChills website will be fun and informative and feature different pages for different information. It should be interactive and accessible. The key message of the website will be “this is what we are and how you can buy our products.” It will say “WarmChills is a new microwavable ice cream that is perfect for busy parents needing a simple and delicious snack for their children.”

The website is the hub for WarmChills information, and it should be written at a fairly low grade level to accommodate many people. This is the most obvious place for all of this information when consumers search for the product, since it will have basic information like prices, ingredients, uses and locations. Busy Bernadette will come to the website to make sure the product is something she is comfortable giving to her children, and she will leave the website feeling satisfied she has received all the information she needs in a quick and easy manner.

Along with a website, smaller blog post testimonials help encourage people to buy WarmChills. The message of “we tried it, and you should too,” appears genuine, as the testimonials are coming from people who had an amazing experience with the product. This blog gives us a chance to control the narrative through real testimonials, building trust in the audience, especially Busy Bernadette who relies on the reviews of others when making decisions.

Owned media is one of the most important aspects of the PESO model. Without owned media, there is no base for information, and people are left guessing the details. These clear messages help the audience understand the product and see great reviews from other consumers.

Earned Media

To get earned media, WarmChills can have a pre-launch event or offer reporters other exclusives. Some messages to reporters would be to “get an exclusive look at microwavable ice cream” or “get an exclusive interview with the brain behind microwavable ice cream.” This exclusivity would be pitched to local reporters and mommy and food bloggers. The ideal message of the earned media would support innovation and practicality, which would appeal to our audience, Busy Bernadette. Preferably, we would have our website as anchor text in the articles to not only increase SEO but also drive traffic to our page. We can provide backgrounders, frequently asked questions, interviews and other information to reporters.

By targeting local food reporters, food bloggers and mommy bloggers, WarmChills will get in front of Busy Bernadette and meet her where she finds her information. It will also help to put the ice cream in a relatable perspective. She may also trust the opinions of a mommy blogger, which could be an excellent tool in getting Busy Bernadette on board with feeding the product to her children. Pitching to these reporters and bloggers is a proper fit for the earned media channel because without reaching out to reporters, they will not know or be inclined to write about WarmChills.

Shared Media

For shared media, WarmChills should focus on a select few social media platforms we know Busy Bernadette uses. Social media will be a fun place to share content about the ice cream, and the goal is to have people favorite, like, save, send and share posts on their stories. Posts on Instagram will grab attention and draw participation, posts on Facebook will be easy to share and posts on Pinterest will be informative and unique.

Before the release of the ice cream, WarmChills can use social media to send out a series of posts teasing the release of the product. The line “Microwave WHAT? Stay tuned to find out” intrigues people and leads people to follow the page to get updates. The posts will evoke the 90s nostalgia of out-there foods, which will appeal to Busy Bernadette. The posts can also prompt people to click on a link for more information on WarmChills’ website.

One message across the platforms once the product has been released is to “#ShareSomeSweet.” This hashtag not only provides a place for content to aggregate but also includes the call to action to share about WarmChills. This hashtag will house both WarmChills’ content and content from users who have tried the ice cream. This allows WarmChills to control some of the narrative while opening up two-way communication between the audience and the brand and allowing the audience members to share their experiences with WarmChills.

These are both appropriate messages and approaches for organic social media content. Posts need to be interesting and sharable, and they need to prompt people to look into the product more. The pre-release message is great for getting people interested and looking at owned and earned media, while the hashtag is perfect for sharing the product with friends.

Paid Media

Finally, paid media may live on the same channels as shared media, but the paid aspect allows for a greater reach than organic material. Facebook, Instagram and Pinterest advertisements are all great places for paid media because Busy Bernadette has accounts on these platforms. The two-fold message for paid media is to “check out this new microwavable ice cream! Buy at grocery stores near you.” These advertisements, targeted toward Busy Bernadette, will highlight the ease and convenience of the snack, which fits with her busy lifestyle and lack of time. The calls to action are blatant and apparent, but they get the point across to buy or look into the product.

The concept for these advertisements are fitting for the paid model because people will need to see the product to spark interest first. By targeting a specific audience, a compelling message will show up on Busy Bernadette’s timeline. In line with Busy Bernadette’s early adaption to the internet and social media, joined with her busy schedule and need to multitask, a video advertisement with excellent audio would grab her attention and leave her wanting to read or watch more. While one of the goals is to encourage the audience to buy the product after seeing just one advertisement, the advertisement also serves a greater purpose to get people interested enough to then look up WarmChills.

Analysis of Key Messages

All of the paid, earned, shared and owned messages will work together nicely to drive traffic to create buzz around and prompt people to buy WarmChills.

The paid message fits nicely with the other messages because it will likely be people’s first encounter with the product. It should be intriguing enough that people will then look it up on social media and online. The paid advertisement probably will not be the last thing a consumer sees before buying the product, and that is where the other parts of the PESO model come into play.

The shared media messages are also intended to do something similar to the paid media messages. The pre-release social media campaign will get people interested and prompt them to click on links, which will send them to our owned content. The hashtag will allow people to share their experience with warm chills, hopefully prompting other people to Google the treat.

With excellent SEO, both WarmChills’ website and earned articles will show up on the

first page of Google. This is where people can then read more about the product. The owned media is the hub where from which all the other information will draw. Everything will also ideally link back to the owned media. This is where we have the best chance of controlling the narrative, so getting people back to our website through the other channels, along with getting people to buy the product, is the goal.

The earned media will not only serve as a way to get exposure but also serve as a way for people to get back to our owned and shared media. Each of the four facets of the PESO model work together, as they provide a slightly different approach to the same information, which reaches people in varying ways to hopefully get the most traffic to the website and the most sales of the product.

Conclusion

This messaging will be successful because it is targeted toward an audience that has been researched and known to live in an area with high ice cream consumption. The messages are targeted toward the outlets Busy Bernadette uses and understands the need and desires she has. The messages in all four parts of the PESO model are intertwined, so they link back to one another to fill any gaps. The messaging will leave people excited, interested and guessing, so they will look up more to find out all the information, which is something this audience already does regularly. After repeatedly seeing the messages and seeing their friends buying the new ice cream, the audience members will have to try it out for themselves as well. By making sure everything in the PESO model builds up every other piece in the release of WarmChills, this messaging will be effective.

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