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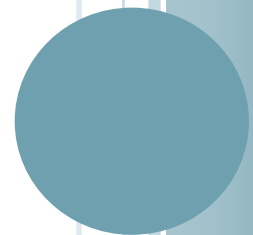
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# Simply Ice Cream

## Integrated Marketing Communications Plan

**Sofia Mondragon Ruiz**

University of Kent



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## 1. EXECUTIVE SUMMARY

Simply Ice Cream is a high-quality ice cream brand, however the company has low social media following. The purpose of this marketing communications plan is to outline a strategy to further position/reposition Simply Ice Cream as a high quality and premium brand. An overview of the company and product analysis will be included in this document, in order to identify the strengths and weaknesses the company currently has. Additionally, a target market profile will be incorporated to gain an insight into what motivates consumers to purchase the product will be provided. Finally, a social media strategy will be outlined, as the company is presently looking to build social media presence.

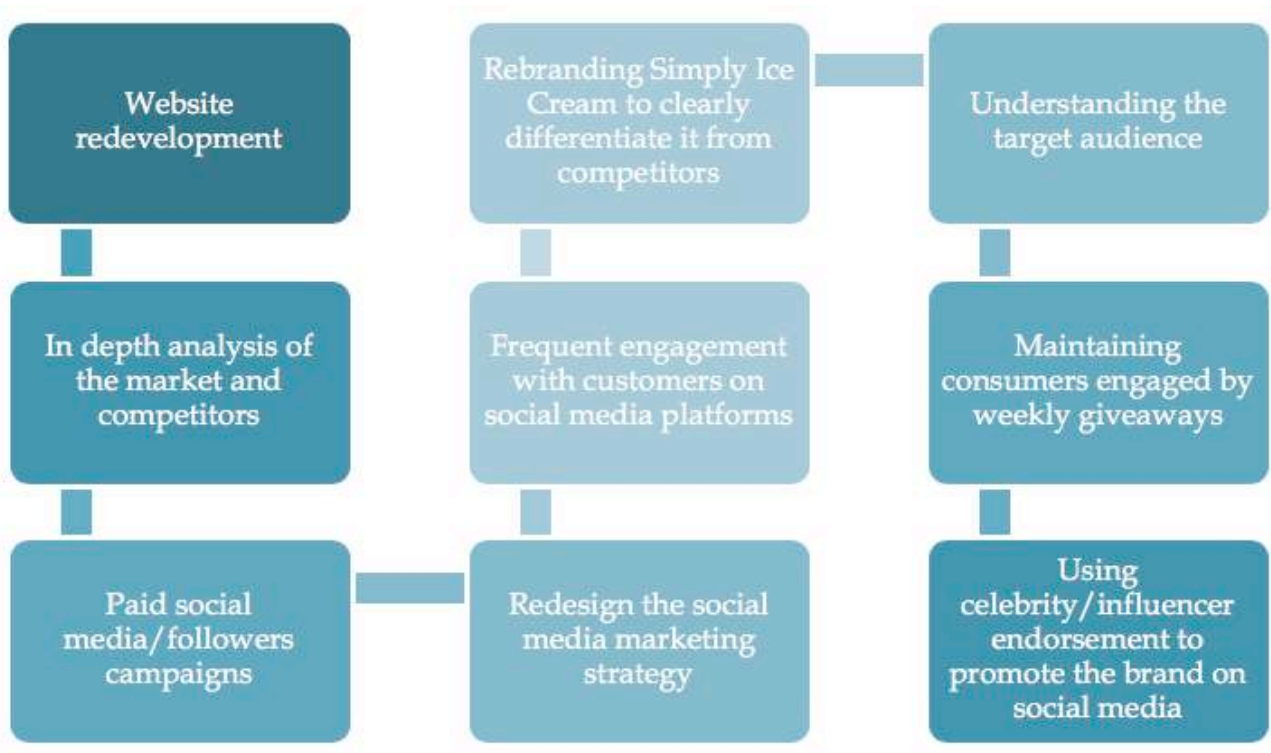
## 2. COMPANY OVERVIEW

Simply Ice Cream Ltd. is an ice cream manufacturing company based in Ashford, United Kingdom. The business was founded in 2005 by Sally Newall and has become a successful premium brand due to its superior quality and flavours. Simply Ice Cream is a multi-award winning company that takes pride in manufacturing handmade ice cream in small batches using only fresh, simple and natural locally sourced ingredients where possible. The brand has expanded considerably over the years and went from being sold at one local farm shop to being available in 16 stores within the first year, today the business supplies nearly 400 outlets across the south of England including a selection of supermarkets such as Morrisons, Co-op and Waitrose, additionally Simply Ice Cream is available in farm shops, delis, tea rooms, pubs, Village Stores, attractions and restaurants across Kent, Essex, Surrey, Sussex and London (Simply Ice Cream, 2019).

## 3. AIMS AND OBJECTIVES

The digital age has generated an impressive set of new customer relationships-building tools such as major social media platforms such as Instagram, Twitter, Facebook, Pinterest and YouTube. Customer-engagement marketing aims to make a brand a meaningful part of customers' lives by encouraging a direct, interactive and continuous audience involvement in moulding brand conversations, experiences and community (Kotler, 2018). The main objective of this marketing communications plan is to build Simply Ice Cream's social

media following; the company currently have 1,694 followers in Instagram, 5,641 followers in Twitter and 2,857 followers in Facebook, the target is to reach over 10,000 followers in Twitter and Instagram and 5,000 in Facebook. Increasing social media following its crucial for the company as this would considerably increase brand awareness and loyalty. The key to customer retention and brand loyalty relies in good customer relationship management (CRM) that builds customer satisfaction. Additionally, efficient CRM can help brands to increase their share of customers and capture customer lifetime value (Kotler, 2018). Businesses must create a strong relationship with consumers in order to succeed and in this modern age when technology is part of our daily lives, social media could be used as an effective tool to engage and attract consumers' attention. An effective marketing communications plan should attempt to provide information about any product attributes and convey messages that highlight those key attributes known to be important to consumers. By differentiating the product, marketing communications provides the buyer with a reason to select that particular product over competitors. In order to retain existing customers and more over expand their target audience Simply Ice Cream must revamp their marketing communication approach by creating innovative content on social media, increasing frequency of marketing activities and building social media engagement. The aims will be achieved through a series of step that will involve:



## 4. PRODUCT ANALYSIS

### 4.1 SWOT analysis

A SWOT analysis is a tool commonly used by marketers to assess a company's overall situation. This involves a thorough evaluation of the company's strengths, weaknesses, opportunities and threats. Internal weaknesses might include low manufacture rate due to the means of production, as well as pricing and limited flavour range and the need of intermediaries to sell the product to customers. With regards to the external opportunities, and due to the growing vegan market, the company could potentially expand its market. Political factors such Brexit could positively influence the fate of the brand through encouraging customers to purchase local products, additionally once brand awareness is reinforced the company could potentially expand its current geographical market to other regions of the country. Finally, external threats include high quality ice cream offered by competitors at lower prices and easy access to the product through their website, limited brand awareness and changes in seasonal weather might have an impact on sales.

<b>S</b> Strengths	<b>W</b> Weaknesses	<b>O</b> Opportunities	<b>T</b> Threats
<ul style="list-style-type: none"><li>• Naturally sourced products</li><li>• Locally traced ingredients</li><li>• Handmade products</li><li>• Seasonal flavours</li><li>• Brand authenticity</li><li>• Uniqueness of manufacturing process</li></ul>	<ul style="list-style-type: none"><li>• Low manufacture rate</li><li>• Higher pricing due to higher quality of ingredients</li><li>• Limited range of flavours in comparison to competitors</li><li>• Customers are not able to purchase the product directly from the company's website</li></ul>	<ul style="list-style-type: none"><li>• Potential expansion into the vegan market</li><li>• Lack of handmade ice cream in the market</li><li>• Brexit could potentially promote locally manufactured products</li><li>• Prospective expansion into other region of England</li></ul>	<ul style="list-style-type: none"><li>• Competitors that offer high quality ice cream at lower prices</li><li>• Seasonal changes might affect sales revenue</li><li>• Accessibility to the competitors product directly through their website</li></ul>

## 4.2 Customer Perceived Value and Branding

Customer perceived value is defined as the difference between a potential customer's assessment of the benefits and the costs of one product in comparison to others, hence, value can also be expressed as a forthright relationship between perceived product benefits and perceived costs. The importance of value depends on the customer and the type of purchase; therefore, value should always be defined through the customers' perspective. In the case of Simply Ice Cream, most of the product reviews focus on product taste (appendix A), customers value the brand because of its high quality but more importantly because of its 'indulgent taste' and overall satisfactory experience. Perception is crucial to product evaluation and product selection. 'Consumers attempt to evaluate a product's attributes using physical cues of taste, smell, size and shape' (Fill and Turnbull, 2016), however, occasionally no difference can be identified from one product to another, so the consumer has to make a purchasing decision based on features other than the physical attributes of the product, for instance consumers could make a decision to purchase Simply Ice Cream based on the natural, handmade, and locally sourced attributes of the brand. Consequently, this is the foundation of branding activity, where brand personality is shaped, allowing the product to be differentiated from its competitors.

## 5. MARKET ANALYSIS

### 5.1 Market Trends

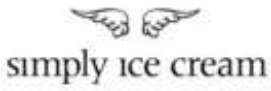


The revenue in the ice cream segment in the UK amounts to £1,180 million in 2020 (Appendix B) and its estimated to grow by -0.2% (CAGR) in 2021 (Appendix C). The average revenue generated from sales is expected to be £17.38 per capita in 2020 (Appendix D). Moreover, the average consumption per capita stands at 5.6 kg in 2020 but this is expected to decrease to 5.3 kg per year in 2023. While Ben & Jerry's and Carte D'or were the top leading brands in the country from 2016 to 2018 (Appendix E) (Statista, 2020), it's important to mention that they are not direct competitors to Simply Ice Cream, besides their popularity these brands do not pose a threat as they do not target the same consumer segment. One of the main advantages Simply Ice Cream has over its competitors is that they cater for a niche target audience and due to the increase in health-conscious consumers who prioritise quality of ingredients and brand uniqueness, the brand has a great potential to compete with local competitors. By using concentrated marketing (niche marketing) strategy, Simply Ice Cream aims to gain a large share of a smaller segment. A successful example is Whole Foods Market, a niche grocery retailer that is currently the largest natural and organic foods retailer in the world, this company is small in comparison to giant competitors, yet the company has rapidly grown over recent years, and in fact the affluent customers Whole Foods Market caters for are more likely to boycott the mass market retailer that do not provide the natural, organic, and gourmet foods they seek. Niching allows smaller companies to focus their resources on serving segments of the market that may be overlooked by larger competitors.

### 5.2 Competitor Analysis

Simply Ice Cream has two main local competitors in the county of Kent, Taywell and Solley's, both brands are award winning and offer high quality ice cream manufactured in small batches and use locally sourced ingredients. Like Simply Ice Cream, Taywell also produces handmade ice cream free from artificial ingredients. In contrast to Simply Ice Cream, Solley's does not offer handmade natural ingredients ice cream, however the product is prepared on site on a daily basis. Both Talwell and Solley's offer customers with the option to purchase the product online directly from the manufacturer, its important to



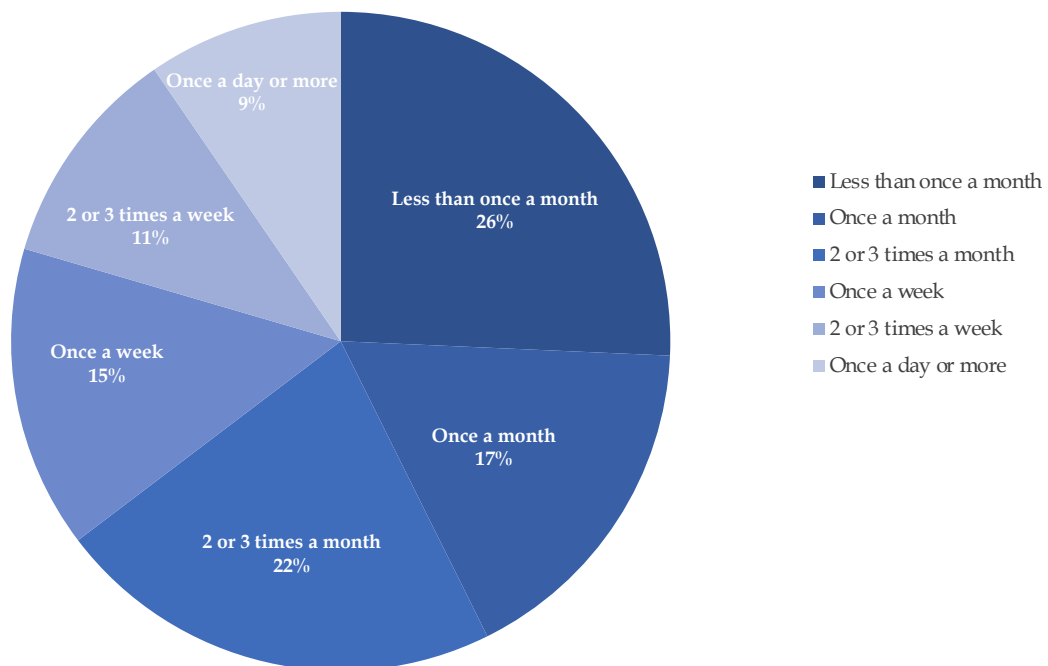
indicate that consumer online shopping has exponentially grown globally with more purchasing being shifted to digital stores, this highlights the importance of multi-channel marketing. Additionally Taywell, has its own ice cream parlour/farm shops making it easier for local customers to also have an enhanced experience while the consume the ice cream. With regards to price, the cheapest option is Solley's (£4.45/500 ml), followed by Simply Ice Cream (£5.15/500 ml) and Taywell (£4.99/500ml).

			
Year of company creation	2005	2006	1985
Availability	<ul style="list-style-type: none"> <li>• Waitrose</li> <li>• Co-op</li> <li>• Morrisons</li> <li>• Farm shops</li> </ul>	<ul style="list-style-type: none"> <li>• Farm shops</li> <li>• Busaba Eathai</li> <li>• Online</li> <li>• Morrisons</li> <li>• National Trust</li> <li>• English Heritage</li> </ul>	<ul style="list-style-type: none"> <li>• Farm shops</li> <li>• Restaurants</li> <li>• Attractions</li> <li>• Theatres</li> </ul>
Flavours available	29	60	15
Retail price per 500ml	£5.15	£4.99	£4.45
Natural/no artificial ingredients	✓	✓	
Handmade	✓	✓	
Made in small batches	✓	✓	✓
Locally Sourced	✓	✓	✓
Seasonal flavours	✓		✓
Online purchase from manufacturer		✓	✓
Ice cream parlour			✓
Made on site daily			✓

### 5.3 Target Market Profile

Appropriately defining a target audience is a key aspect for the success of any business, as a result a more creative and affective marketing strategy can be deigned. While ice cream is a suitable treat for any time of the year it's important to mention to mention that high temperatures during the summer significantly contribute to sales. Despite its popularity among all group ages, 26% of consumers reported using ice cream less than one a month and 22% of customers used ice cream 2 or 3 times a month in 2018 (Figure 1 and Appendix F), furthermore from 2008 to 2012 ice cream consumption was most common for the age group of 4-18 years old (Appendix G) (Statista, 2020).

**Number of people using Ice cream tubs in Great Britain in 2018, by frequency of use.**



**Figure 1:** This statistic shows the usage frequency of ice cream in tubs and blocks in Great Britain in 2018. In 2018, an estimated 2.6 million people in Great Britain ate ice cream 2 to 3 times a week, with 3.6 million eating ice cream once a week. This chart was produced using data from Appendix F (Statista)

According to Cornall, (2016) the top five factors influencing consumers to purchase ice cream are: quality of ingredients, information on the label, colour, price and calories/fat. For instance, based on worldwide surveys its was discovered that 45% of consumers try to avoid products containing artificial ingredients, additionally 66% of consumers check the ingredients on the package and 20% would like clear nutritional information in the front of

the packaging. It was also revealed that one third of worldwide consumers are influenced to purchase by the colour of the ice cream because the human brain connects certain colours to certain flavours. Price appeared to be important for 53% of consumers, however cheaper options are not always good, even though Simply Ice Cream has a premium price, the company has enhanced the brand by producing completely natural products, this is particularly important for parents because they typically prefer to purchase healthier alternatives regardless of the price. Finally, only 12% of consumers are influenced by calories when deciding to buy a particular type of ice cream, this is perhaps because ice cream is considered an infrequent treat aimed at indulgence, furthermore it is worth mentioning that purchasing decision is influenced by fat content, with 44% of consumers trying to avoid fat (Cornall, 2016). Simply Ice Cream, offers natural, premium ice cream which appeals to many consumers; however, the current business strategy is overlooking the low calorie/sugar free and vegan section of the market, this is of particular importance considering that 'luxury gelato and indulgent vegan flavours were among last summer's major trends as shoppers seek out more artisanal and healthier versions' (Wood, 2019). The arrival of major new low-calorie brands such as Halo Top and the increasing number of niche brands such as Sambazon and luxury brand Remeo Gelato are promoting interest in a market estimated to be worth £1.1bn a year. Isabel Bourke, a market trends analyst, stated the ice cream could be considered a 'goldmine' for food manufacturers as nowadays, consumers are seeking new tastes and are open to try new experiences and products. Ice cream launches are successful across the food and beverage sector, a strong example is the successful launch of Halo Top in the UK, which offer a trend-led product that attracts younger consumers. The bright, colourful and creative packaging along with an innovative digital marketing campaign hooked millennials and placed Halo Top among the UK's top ten ice cream brands, the brand has gained many consumers by marketing itself as a 'low-calorie, high protein and low sugar' product. Additionally, the growing popularity of veganism has boosted sales of free-from products up 26%, for instance, brands like Ben & Jerry's have launched vegan versions of their most popular flavours. As the population grows more health conscious, consumers look for products that feel indulgent but also healthy so that they can incorporate them into their diets more regularly (Wood, 2019).

## 6. MARKETING COMMUNICATIONS STRATEGY

The pull communication strategy will enable Simply Ice Cream to reach its target audience while sending the right message at the right time through the correct medium (Brocato, 2010). Using a pull strategy, the company will direct its marketing activities towards final consumers in order to persuade them to purchase the product. If the strategy is successful, customers will consequently demand the brand from retailers.



Digital social media marketing, is the fastest-growing type of direct marketing, taking this into consideration, this type of strategy will be used to increase brand awareness and loyalty for Simply Ice Cream, the aim is to directly engage with customers. The majority of brands both large and small, use social media to communicate with consumers, this is due to the extensive outreach these networks have, for instance, Twitter has more than 645 million users worldwide, while more than 1 billion people access Facebook monthly, this equates to nearly 20 times the whole population of the UK (Kotler, 2018). Using social media marketing allows companies to produce targeted and personal material, tailored to individual consumers and communities. Social networks are interactive platforms that allow customer participation and conversations, they are also timely and immediate, customers can be reached anytime and anywhere with relevant and timely brand content. Social media also leads to real-time marketing, companies are able to create content to match current trends. Additionally, this type of marketing is very cost effective, low costs are particularly advantageous for small business such as Simply Ice Cream. Nevertheless, social media marketing also presents some shortcomings, for instance, results are hard to measure as companies are still attempting to figure out how to use them efficiently.

## 6.1 Positioning

Simply Ice Cream must decide on a value proposition, the company needs to be clearly differentiated from its main local competitors, differentiation is crucial, especially when competitors offer similar products. For example, Fairy is positioned as a gentle detergent used to wash baby clothes and delicate fabrics, meanwhile, competitor Daz is positioned as a potent, all-purpose family detergent, both products are used for washing clothes, however consumers perceive both products in a very different way. Consumers organise products and brands into categories and position them in their minds to simplify the buying process (Kotler, 2018). Simply Ice Cream's main competitor Taywell, is positioned as 'The finest ice cream made from the very best ingredients', they also offer 100% natural, hand-made in small batches ice cream. Both companies aim to have the same position in the market, therefore Simply Ice Cream must build a unique bundle of benefits that appeals to consumers within the segment. Brand positioning should be summed up in an effective positioning statement, according to see bobby J, the statement should follow the form: To (target segment) our (brand) is (concept) that (point of difference). For example:

*'To busy, mobile professionals who need to always be in the loop, the BlackBerry is a wireless connectivity solution that gives you an easier, more reliable way to stay connected to data, people, and resources while on the go.'* (Kotler, 2018).

Consequently, the company offers a solution (wireless connectivity) and then highlights its differentiation from competitors (easier, more reliable connections to data, people and resources) (Kotler, 2018). Effective differentiation and positioning rely on defining the company's competitive advantages on which to build a position, for example, expansion into the low-calories and vegan section of the market would be very beneficial for Simply Ice Cream as they main competitor does not offer that type of product. An advantage over the competitor can be gained by offering greater customer value, this could be achieved by either lowering prices or providing more benefits that justify higher prices. Taywell prices are currently lower (£4.99/500ml) than Simply Ice Cream (£5,15/500ml), however they do offer a larger range of flavours and customers can purchase their product directly from their website. Simply Ice Cream provides a more-for-more market offering, this type of positioning provides the most upscale product and charges customers a higher price to cover the higher manufacturing and materials costs. A more-for-more offering provides

higher quality as well as giving prestige to the consumers as it symbolises status, nevertheless, its important to mention that more-to-more brands can be vulnerable, as imitators could claim to offer the same quality for a fraction of the price. Once a company has chosen a position in the market, the marketing mix efforts and positioning strategy can be implemented. Developing an effective marketing mix, in the case of Simply Ice cream involves a more-for-more positioning strategy which will results in the strengthening of a consistent message and position. Overall, this involves producing high-quality ice cream, charging a high price, distributing through high-quality retailers and advertising through high-quality media (Kotler, 2018).

## 6.2 Platforms

In this digital age, consumers are well informed, more connected and more communications are empowered. Customers no longer need to rely on marketer-supplied information, and they can easily connect with other customers to interchange brand-related information (word-of-mouth influence). Greater customer empowerment means that businesses must practice marketing by attraction rather than by intrusion, by creating messages and market offerings that engage consumers, therefore a brand-consumer engagement and conversation is increasingly used using online, mobile and social media marketing. In the case of Simply Ice Cream, the marketing communication strategy will focus on interactive communication through social media platforms: Instagram, Twitter and Facebook. For instance, organizations like Santander have created Twitter promotions, in which they use 'tweets' to being with and between consumers, study customer reactions, and tackle customer service issues. Likewise, the majority of companies uses Facebook to engage consumers and rise brand loyalty. Facebook, the largest social network available has a tremendous influence on consumers and has the potential of becoming the most powerful and profitable online market in the world. Facebook has been successfully used by many companies to produce targeted ads based on user location, gender, age, interests, relationship status, likes, education and workplace. This social network targets well-defined user segments with specific kinds of content appealing to both users and advertisers. Social media provides brands with the possibility to extend customer engagement and get consumer talking about the brand, brand awareness and customer retention through social media might involve something as simple as a promotion or

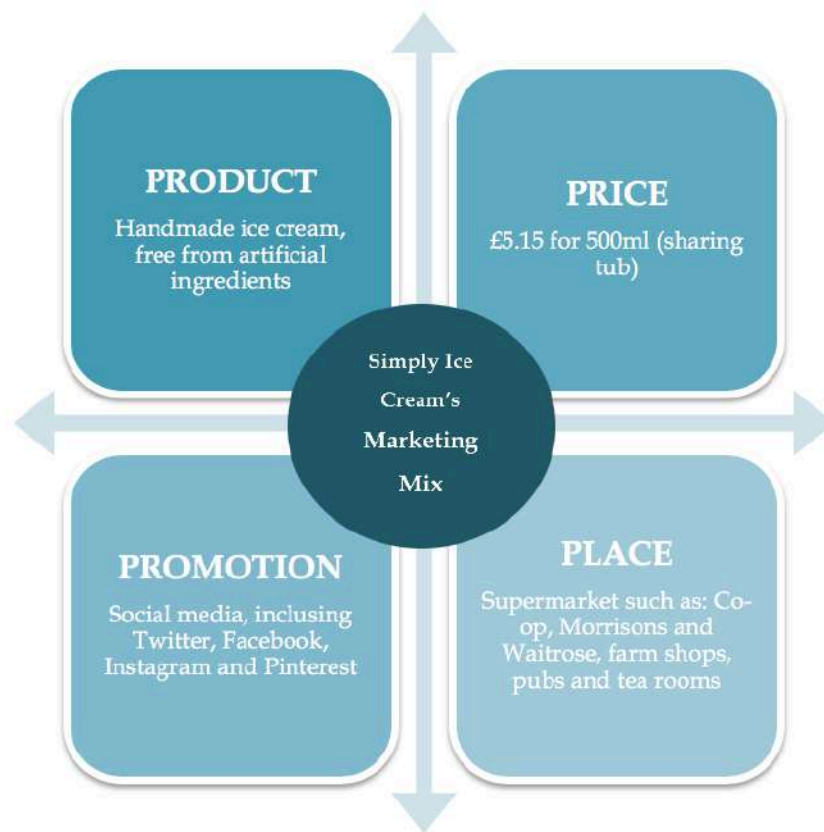
contest to increase followers, likes or tweets. Mobile marketing is possibly the fastest-growing digital marketing route as it's estimated that nearly thirty per cent of smartphone user shops through their phones (Kotler, 2018). Social media usage has become a crucial element of marketing promotion, and has proved very effective in generating relevant traffic, engaging customers, branding, obtaining customer feedback and improving customer-relationship management (Verma et al, 2017).

### 6.3 Market Segmentation

The market is made of different types of consumers, products and needs. Consumers can be grouped and served in numerous ways based on behavioural, geographic, demographic and psychographic factors. Segmentation refers to the process of dividing the market into distinctive groups of consumers who have diverse characteristics, behaviours and needs. In order to develop an effective marketing communications plan, it's crucial to understand Simply Ice Cream's target audience. The company currently targets middle and upper-middle class consumers who are conscious of artificial food additives and follow healthy food trends. The brand offers high quality artisanal products that are handmade and free from artificial ingredients, while this market offering appeals to many, the company could expand their market segment by creating low-calorie and vegan options, this segment of the market is currently overlooked by local competitors and therefore is a major opportunity for the company. The current target audience includes trendy townies, glam grannies and yummy mummies, however if the company aims to expand their target audience to younger generations such as millennials (aged 18-25) who have high purchasing power and are highly exposed to social media trends, a clear concise message and engaging content must be produced.

## 6.4 Integrated Marketing Mix

The marketing mix refers to a number of tactical marketing components that a company implements in order to produce the expected response in the target market. The marketing mix (the four Ps) involves any activity a company can carry out in order to stimulate demand for its product.



An efficient marketing plan blends the marketing mix components into an integrated marketing programme devised to accomplish the company's marketing aims and objectives by attracting consumers, delivering value to them and creating profitable relationships with them.



## 7. PROMOTIONAL/COMMUNICATIONS METHODS (MIX)

Simply Ice Cream, currently bases its promotional and communication methods on social media platforms: Facebook, Instagram and Twitter. The brand has a very low social media presence and therefore the company aims to increase brand recognition, awareness and loyalty as well as extending its target segment by building social network following. In order to enforce improved promotional and communication methods, Simply Ice Cream must interact with consumers on a regular basis by creating engaging content, promotions and trends in social media. Due to the limited budget of £10,000 the best option for Simply Ice Cream is to promote its business on social media, this could be beneficial in the current digital business environment we currently face, large number of audiences can be reached, and consumer feedback can be taken into consideration. Managing and integrating all social media contents can be challenging but the results are worth the investment.

### 7.1 Twitter strategy

Simply Ice Cream aims to increase Twitter followers to 10,000, in order to achieve this the company must implement relevant and unique hashtags (#SimplyIceCream) for each post as a result, the content will be categorised, and customers will be able to find the product according to their interests. While, the majority of the company's efforts should be focused on creating content an engaging with consumers, paid ad campaigns can help boost social media following, For example, Twitter allows companies to launch ads campaigns, the campaign can be tailored according to the company's objective, for instance the followers campaign can help Simply Ice Cream to build and engaged audience to amplify their message. It's important to point out that the cost per follower (CPF) on Twitter is not fixed, the costs vary depending on the audience size, type of bid and demand from other advertisers for that target audience. Twitter recommends a bid of approximately £2,00-£2,42 based on historical averages. Since the company currently needs to gain 4,359 more followers to achieve its objective, however because of the limited budget the target is to gain at least 1,000 more followers with this method and overtime and after assessment of the results the company could invest more to achieve this goal (Create a followers campaign, 2019). An average of 20 new followers per day is a realistic goal, this would involve a cost of approximately £48,4 per day.

<i>Estimated budget for cost-per-follower Twitter campaign</i>	
<i>Cost per follower</i>	£2,00-£2.42
<i>Target number of followers</i>	1,000
<i>Target number of new followers per day</i>	20
<i>Total cost per day</i>	£2.42 x 20 = £48.4
<i>Timeline</i>	50 days
<b>Total:</b>	£48.4 x 50 days = £2,420

## 7.2 Weekly give-away

To participate, follow Simply Ice Cream in Instagram, Facebook and Twitter, post a selfie with a Simply Ice Cream tub, with the hash tag #simplyicecream, tag Simply Ice Cream in your post and tell us why you love our ice cream. The two posts with more likes will be the winners, to get more likes tag and share it with your friends. The competition will start each Monday and winners will be announced every Saturday. A total of 6 winners will be selected (2 from each social network) each week.

**Week 1:** Mug gift set worth £30



**Week 2:** Bowl gift set worth £32



**Week 3:** Kitchen gift set worth £32



**Week 4:** Ice lover gift set worth £32

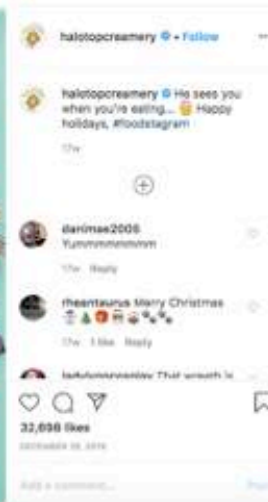


**Total cost:** £756

### 7.3 Daily innovative and relevant posts

Simply Ice Cream needs to interact with consumers more frequently, currently the company has a low social media presence, and this is clearly due to the lack of engaging material produced. The posts should be varied and include ice cream making videos, ice cream facts, promotions and company updates, the aim is to create visually captivating content that attracts consumers' attention. In comparison to other brands, Simply Ice Cream's Instagram page does not look visually attractive, in order to attract younger consumers and expand to other segments, the material posted should be a reflection of current social media trends. The benefit of creating online content is that is free if charge, and although its time consuming its cost effective and allows companies manage customer relationships with the brands in a more effective way. An example of visually captivating post created by Halo Top will be provide bellow.

Halo Top

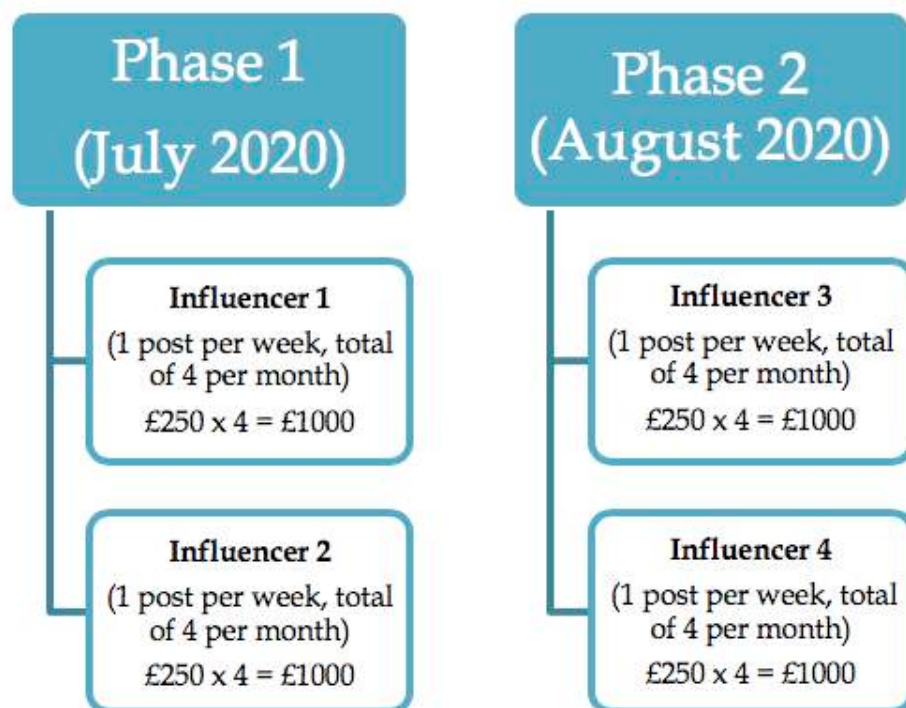


Simply Ice Cream



## 7.4 Celebrity/ influencer endorsement

This part of the strategy will involve sponsored Instagram posts and stories by local social media influencers. By tapping in the relationships influencers build with their followers Simply Ice Cream can expand their positive 'word-of-mouth' advertisement at a larger scale. 'Parent bloggers' is an interesting target audience for companies such as Simply Ice Cream, this segment of the population consists of mainly women with children who have a high-purchasing power. For instance, in the UK the BritMums network has approximately 6,000 bloggers. Social media marketing provides an effective tool to create brand communities, where brand loyalists can interchange information, experiences and ideas (Kotler, 2018). According to the UK Bloggers Survey 2019, the majority of British-based bloggers (30%) revealed that they charge between £100 and £250 per sponsored post and only 6% of influencers charge between £500 and £1000 (Murray, 2019). Taking this into consideration, Simply Ice Cream will work in collaboration with four Instagram influencers over a period of 2 months. Sponsored posts on Instagram will automatically redirect to the company's website where consumers will be able to purchase the product. They will be provided with samples of the product and they will consequently promote it among their followers.





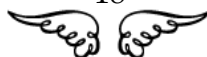
## 7.5 Website redevelopment

Simply Ice Cream's website is currently rudimentary, although it provides all necessary information to consumers, it lacks visually stimulating images. Ice cream is a very versatile product, its colourful and interesting, and consumers generally associate it with indulgence and hedonistic consumption. The website looks outdated and the layout it's not easy to navigate. Moreover, the option to purchase online should be added, the main competitor Taywell, provides customers with that option, being able to purchase directly from the company it's important to consumers and the company can also take this opportunity to build a good customer service reputation. The company should not solely rely on other retailers to sell their products as it is difficult to find the product online for purchase, consequently by providing online shopping in their website, the company could further enhance brand loyalty by offering loyalty schemes, coupons and discounts. The approximate cost for redesigning the website would be £2500 but this price could vary depending on all the desired features added.

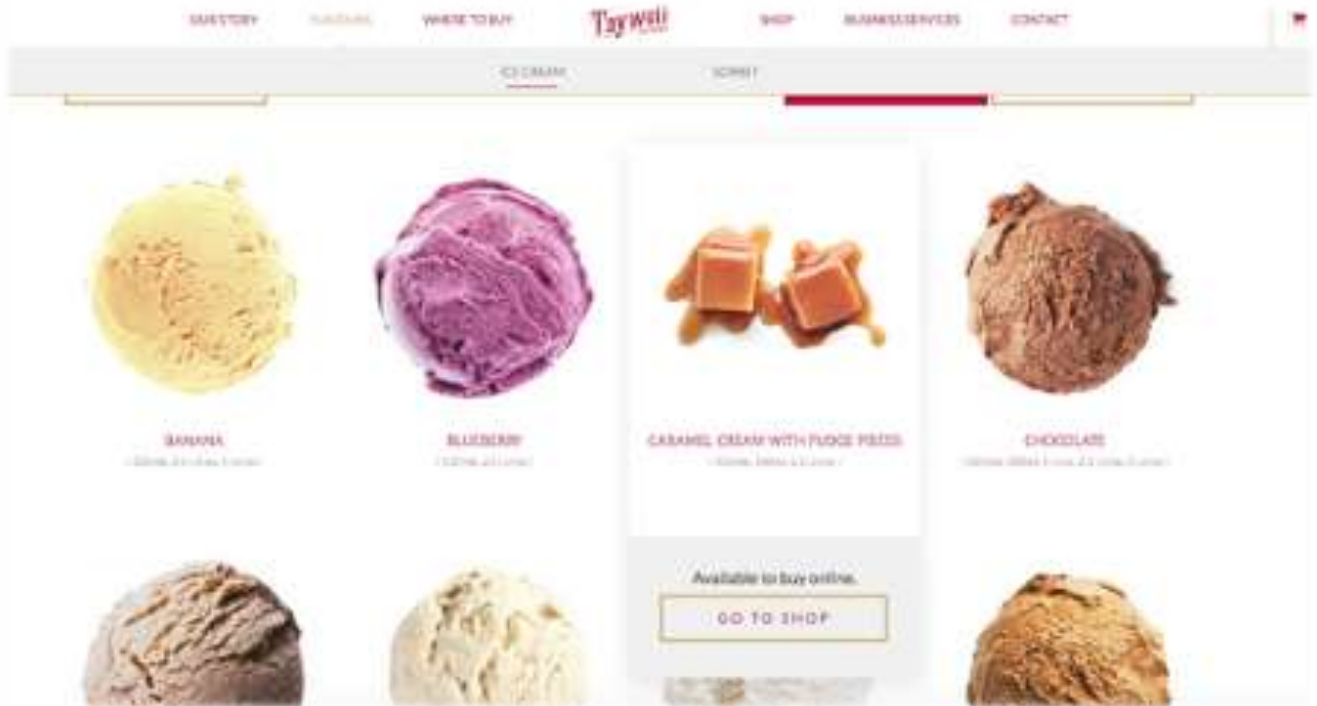
Taywell's main page



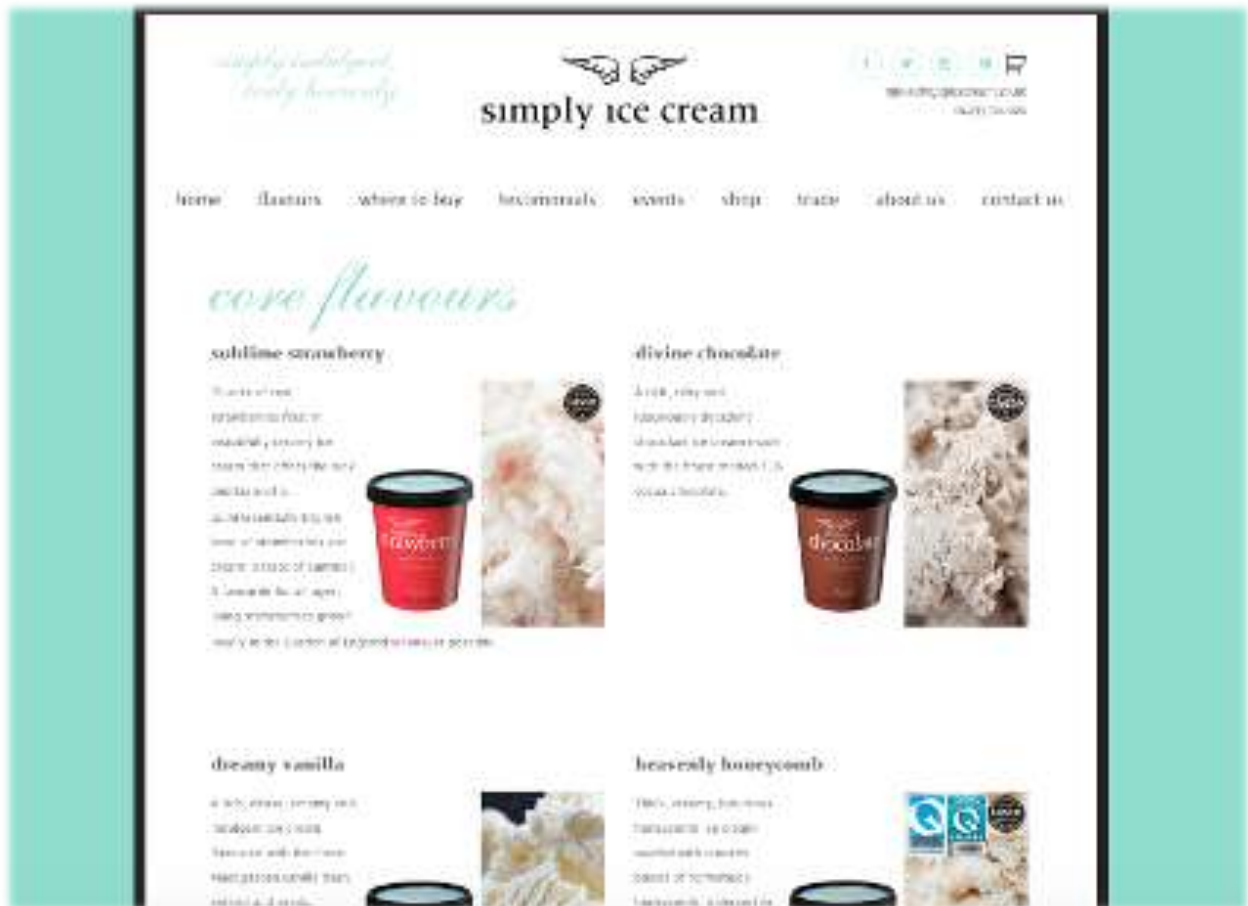
Simply Ice Cream's main page



## Taywell's flavour display

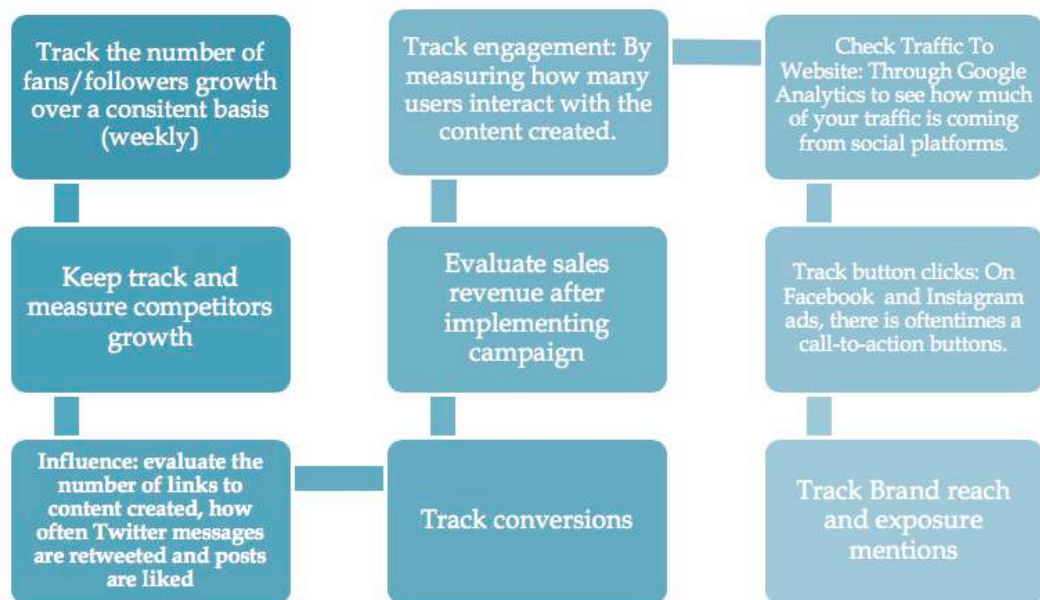


## Simply Ice Cream's flavour display



## 7.6 Control and evaluation of the campaign

An evaluation of effectiveness will be carried out every four weeks until completion of the campaign; the results must be closely monitored to determine whether the campaigns have successfully resulted in achieving the company’s objectives (McKay, 2020).



## 8. SCHEDULING

The marketing communications plan for Simply Ice Cream will last approximately 4 months, this is a realistic timeframe which is suggested according to the budget available, the timeline was also chosen because ice cream is best sold during the warm months of the year.

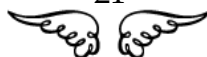
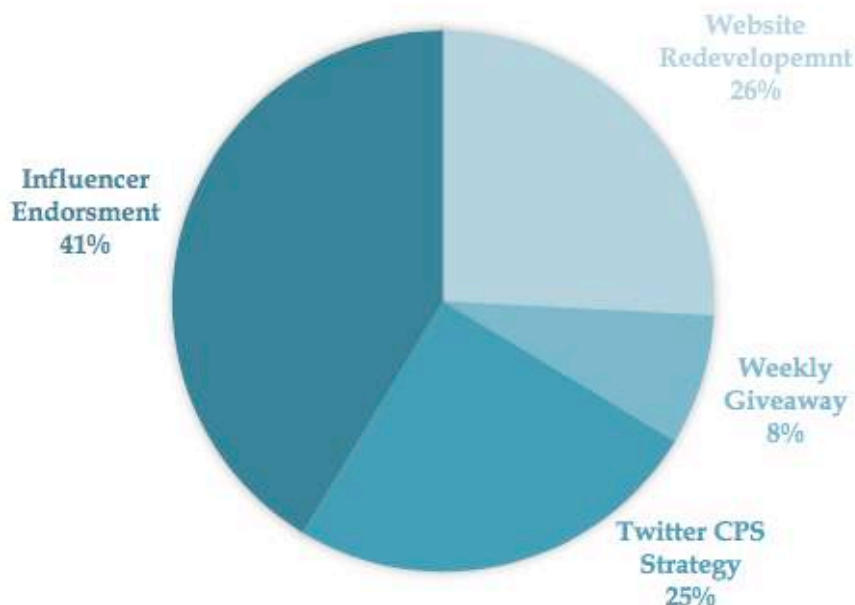
	MAY	JUNE	JULY	AUGUST
<b>Website redevelopment</b>	■			
<b>Weekly Giveaway</b>		■		
<b>Twitter CPF Strategy</b>		■	■	
<b>Influencer endorsement</b>			■	■
<b>Phase 1 (Influencer 1 and 2)</b>			■	
<b>Phase 2 (Influencer 3 and 4)</b>				■
<b>Daily customer engagement</b>	■	■	■	■

## 9. BUDGET

An outline of the budget will be provided bellow as well as a pie chart with the proportions of the budget that will be spent on each component of the marketing plan.

<i>Summary Of Costs Of The Disseminations Of Marketing Communication Messages</i>		
<b>Website redevelopment</b>	Including the addition of purchase online option, this cost is just an estimate	£2,500
<b>Weekly Giveaway</b>	Week 1: £30 giveaway per person x 6 winners = £180 Weeks 2 - 4: £32 giveaway per person x 6 winners per week = £192 per week. £192 x 3 weeks = 576 Overall cost: £180 + £576 = £756	£756
<b>Twitter CPF strategy</b>	CPF: £2,42 x 1000 (target number of followers) = £2420	£2420
<b>Influencer endorsement</b>	Total of 4 influencers: £1000 per Influencer, each influencer will produce 4 posts (£250 x 4 = £1000)	£4,000
<b>Total:</b>		<b>£9676</b>

**PROPORTION OF THE BUDGET USED ON EACH COMPONENT OF IMC PLAN**






# 10. APPENDICES

## Appendix A

*simply indulgent,  
truly heavenly*

  
**simply ice cream**

info@simplyicecream.co.uk  
01233 720922

home   flavours   where to buy   testimonials   events   shop   trade   about us   contact us

### testimonials

*The best bought ice cream available*  
James Martin, Chef, Saturday Kitchen

*Simply the BEST – and I say this from experience*  
Sharon Evans, Facebook Fan

*Your Honeycomb ice cream is the best ever!*  
Amanda Langley, Facebook Fan

*It's the best ice cream I've ever tasted and everyone else loves it too!*  
Mark Biddis, Tricycle Treats

*It was great to meet you at the Real Food Festival – that honeycomb ice cream is heaven!*  
Habee

*We had some of your ice cream at Eurofair and it was stunning! In the running for best ice cream ever!*  
Wide Eyed Theatre

*We're all stuffing ourselves with our fantastic new pumpkin ice cream made exclusively for us by the lovely Simply Ice Cream!*  
Bailey and Sage, Wembleton

*My favourite flavour has to be coffee! It's the only ice cream that actually tastes of real coffee. I love Honeycomb too though*  
Stuart Bailey from Stuart Bailey Photography

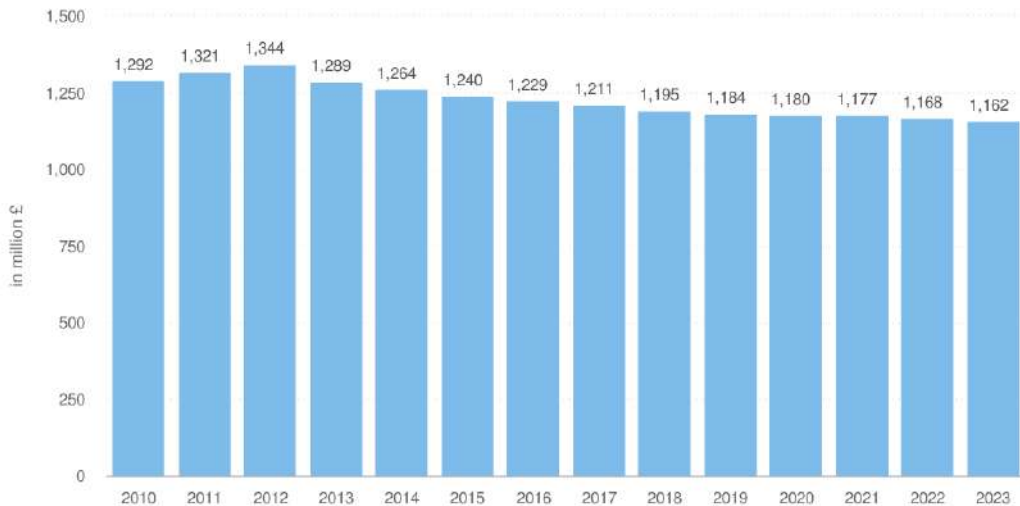
*LOVE your ice cream! Heard of brown bread flavour & thought it wouldn't work... it's now one of my favourites! Mmm!*  
Piperis Filippalos from targeting

*This household is very fond of your ice creams, especially the honeycomb one!*  
A Keilah Kitchen

## Appendix B

### Revenue in the Ice Cream market

in million £ (United Kingdom)



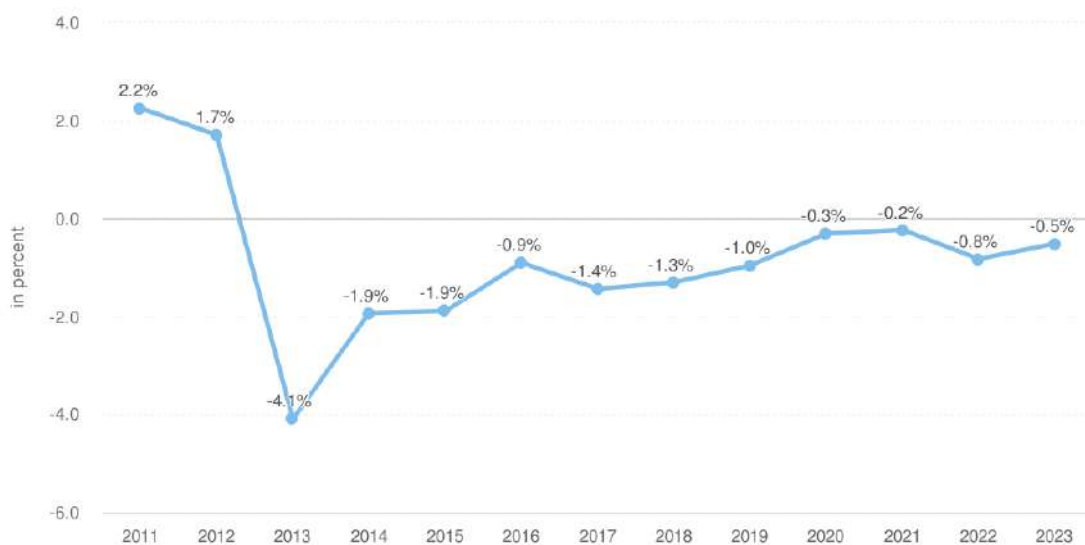
Source: Statista (COVID-19 impact will be implemented Q2 2020), September 2019

statista

## Appendix C

### Revenue Growth in the Ice Cream market

in percent (United Kingdom)



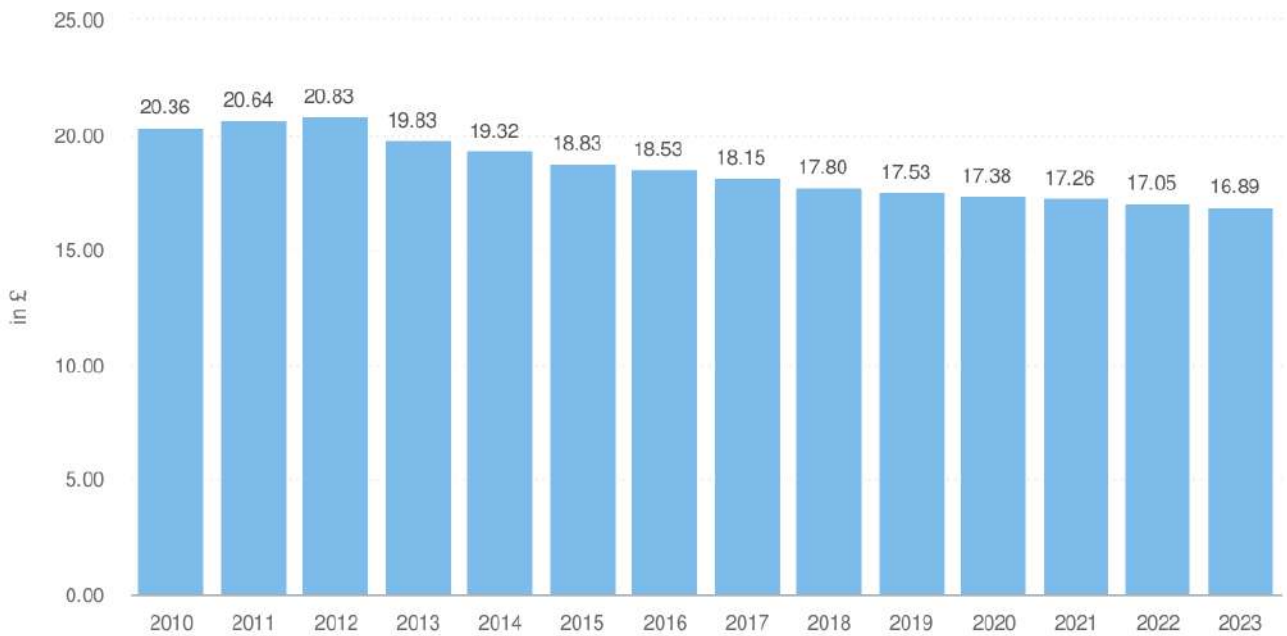
Source: Statista (COVID-19 impact will be implemented Q2 2020), September 2019

statista

## Appendix D

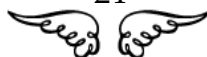
### Average Revenue per Capita in the Ice Cream market

in £ (United Kingdom)

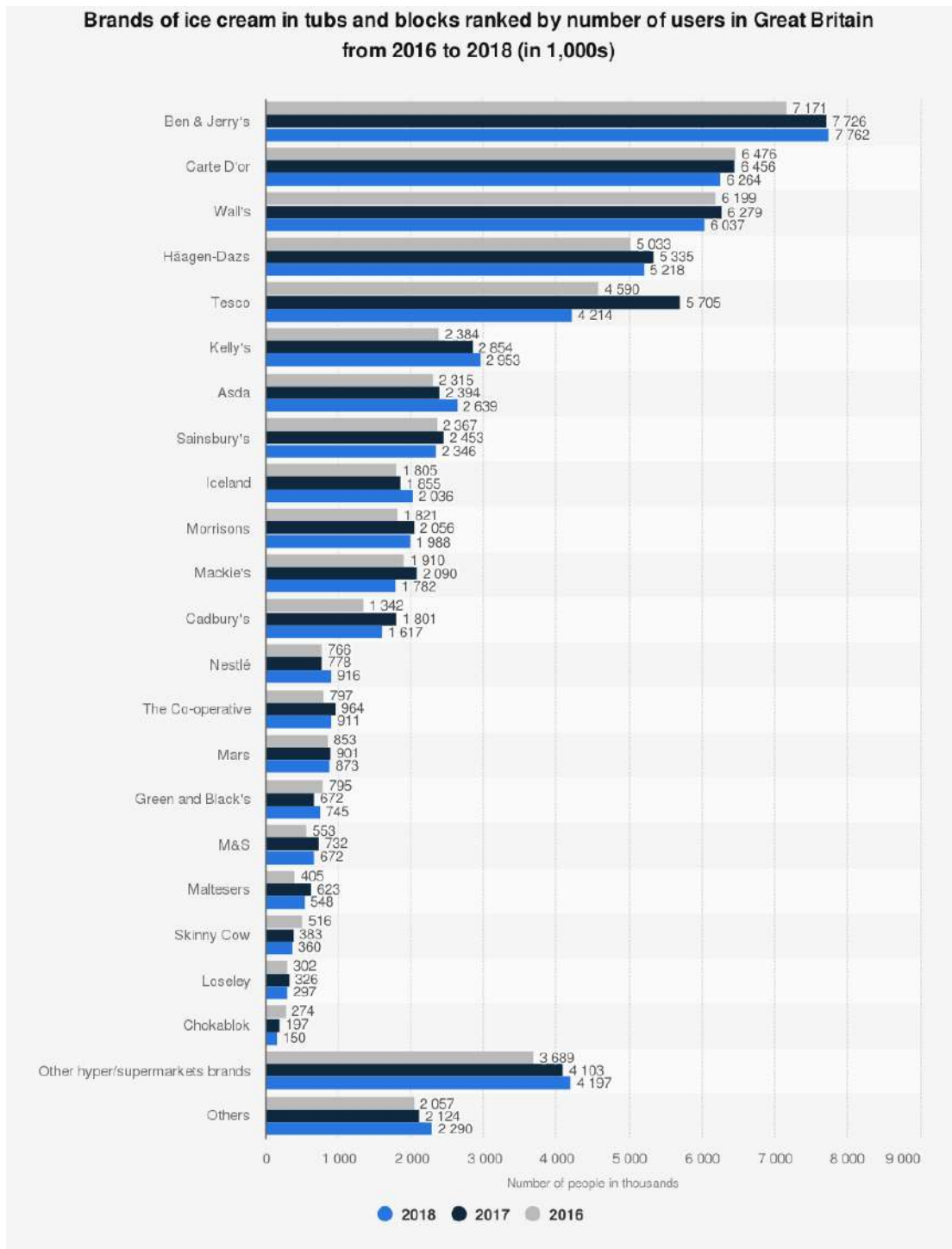


Source: Statista (COVID-19 impact will be implemented Q2 2020), September 2019

statista



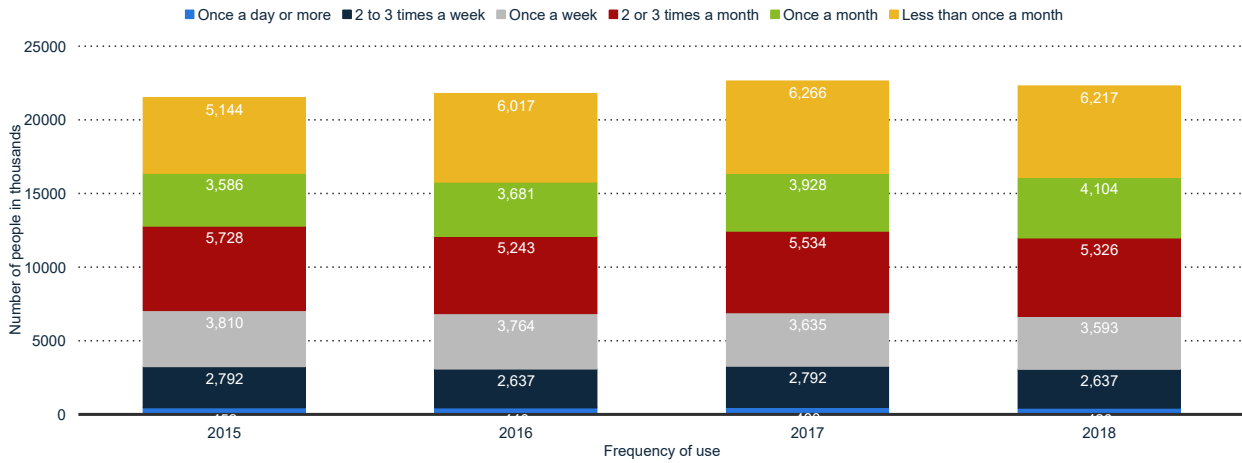
# Appendix E



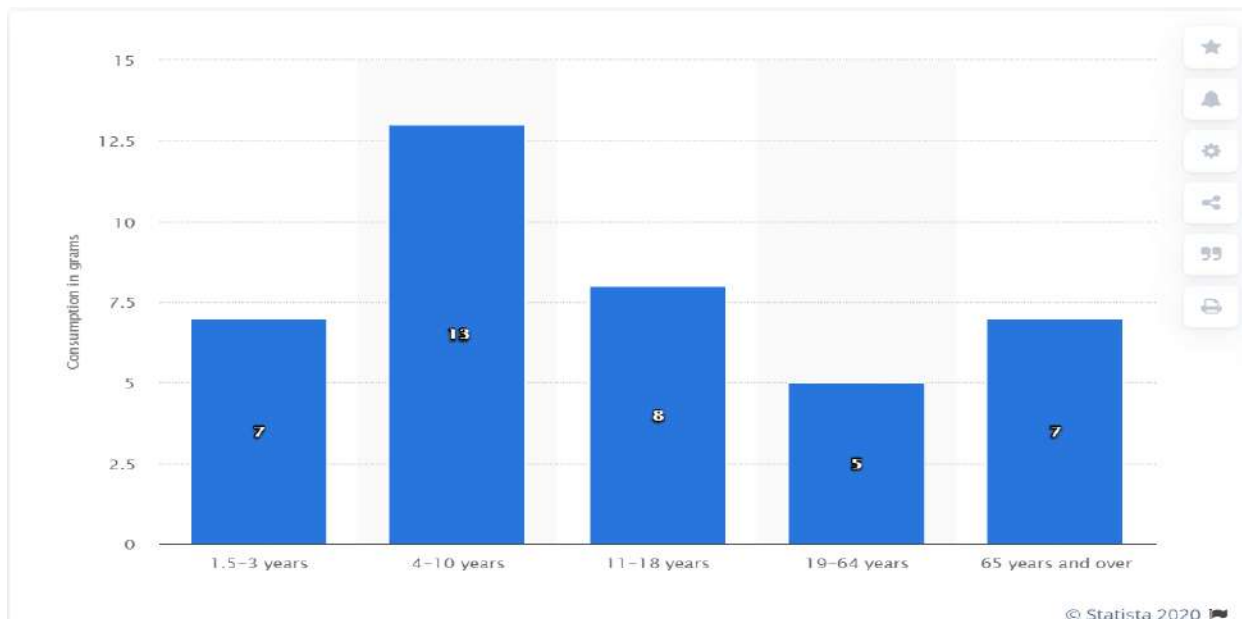
## Appendix F

Number of people using ice cream in tubs and blocks in Great Britain in 2015-2018, by frequency of use (in 1,000)

Frequency of ice cream usage in Great Britain 2015-2018



## Appendix G



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