

Amy's Ice Creams

FINAL RECOMMENDATIONS

ABSA Marketing Team



Meet the Team



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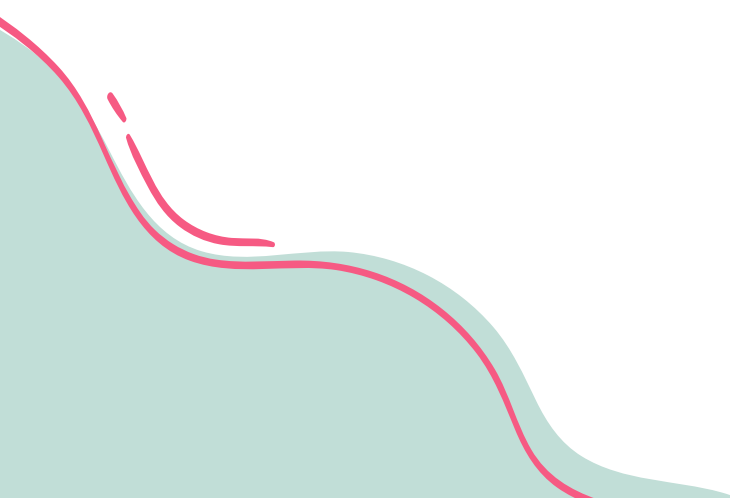
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Introducing Sweet Fleet

Sweet Fleet is a subscription service offered by Amy's Ice Cream (an Austin-based ice cream store) that provides their subscribers a unique variety of flavors & gifts each delivery period.



Objectives

For Project

Develop an expansion and retention plan to further increase the number of subscriptions to Sweet Fleet throughout the Austin area.

For Research

- Learn about consumer habits & preferences
- Discover effective marketing channels
- Understand insights and opinions of Sweet Fleet



Agenda



01 Secondary Research

02 Primary Research

03 Our Recommendations



Secondary Research



SWOT Analysis

S Strengths

- Emotional Connection, Brand Loyalty
- Cheaper compared to competitors

W Weaknesses

- Distribution limitations
- Smaller staffing
- Weak existing customer base
- Cost of production versus selling point

O Opportunities

- Minimal promotion on social media, in-store
- Stores across Austin (spread-out customers)

T Threats

- Ice cream delivery services
- Competitor subscription services





Competitors

Jeni's Pint Club

- 4 pints/mo
- ~ \$65/mo
- Frozen delivery included
- Sneak peeks for flavors
- Exclusively ice cream

Gold Belly

- 5-6 pints/mo
- \$90/mo
- Frozen delivery included
- Multiple ice cream companies
- Exclusively ice cream

Salt and Straw Pint Club

- 5 pints/mo
- \$75/mo
- Frozen delivery included
- Can choose from over 20+ dairy and dairy free flavors
- Exclusively ice cream



Primary Research



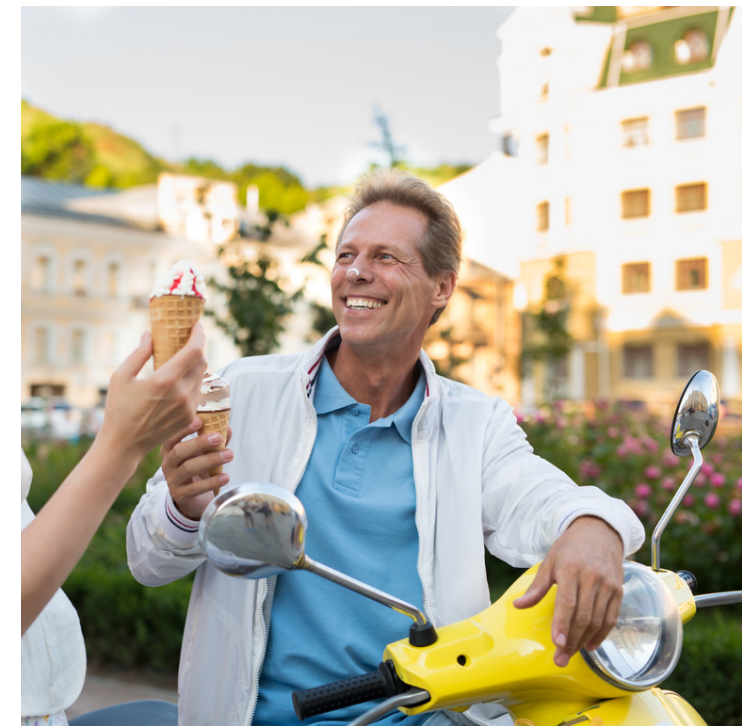
Who We Interviewed



Subscribers



Unsubscribers



Potential Subscribers

Interview Takeaways



01

Product



02

Families



03

Location

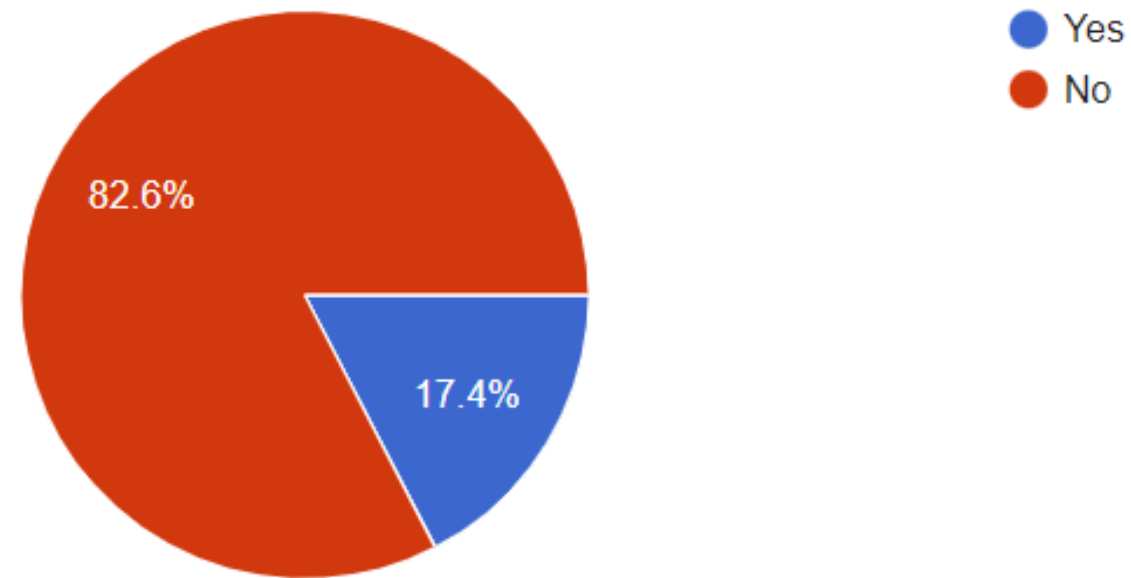


Survey Results

- Most people frequent Amy's once a month
- Austin community mostly goes
- Majority haven't heard of Sweet Fleet- those who have heard it from social media

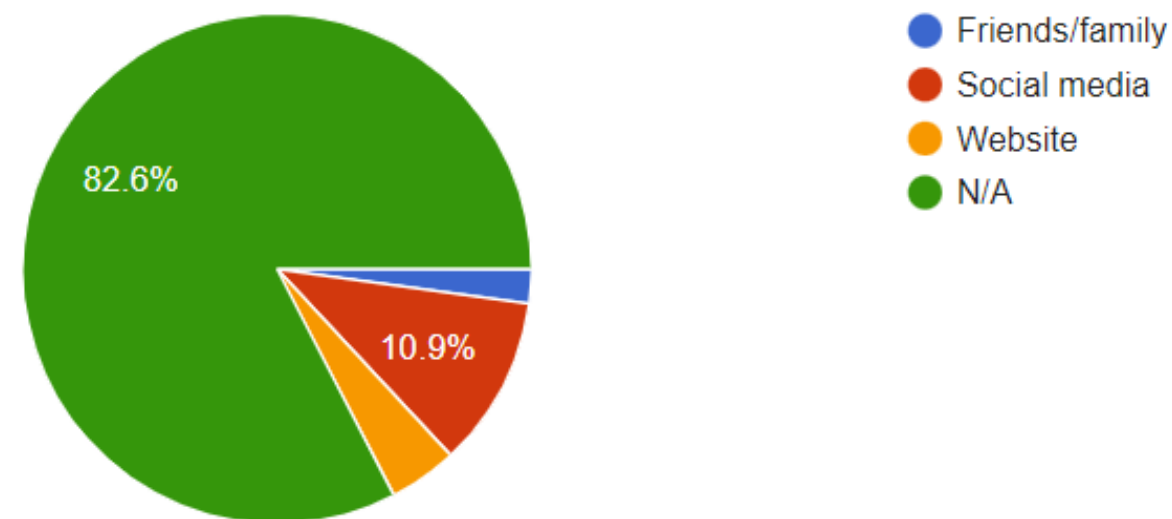
Have you ever heard of Sweet Fleet?

46 responses



If yes, from where ?

46 responses



Recommendations



Recommendations



01 Promotion

02 Rewards

03 Location

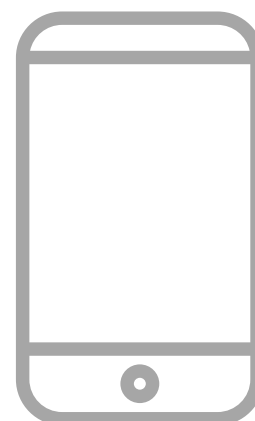
Promotion

Goal: Create **awareness** for Sweet Fleet with a specific **target on families**



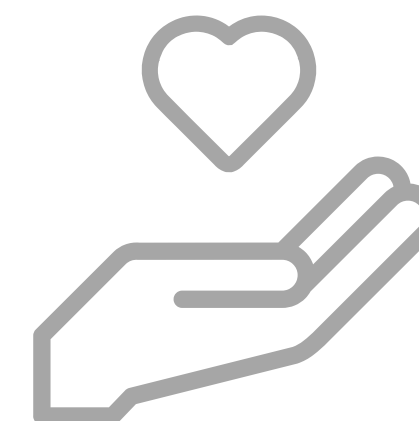
1 In-Store Display

Implement a **Sweet Fleet display** in-store to show off product



2 Digital Marketing

Utilize **multiple platforms** to promote Sweet Fleet **frequently**



3 Focus on Philanthropy

Advertise which **charity of the month** Amy's is **partnering** with for the month

Rewards

Goal: Reduce churn rates by *increasing incentives for program loyalty*

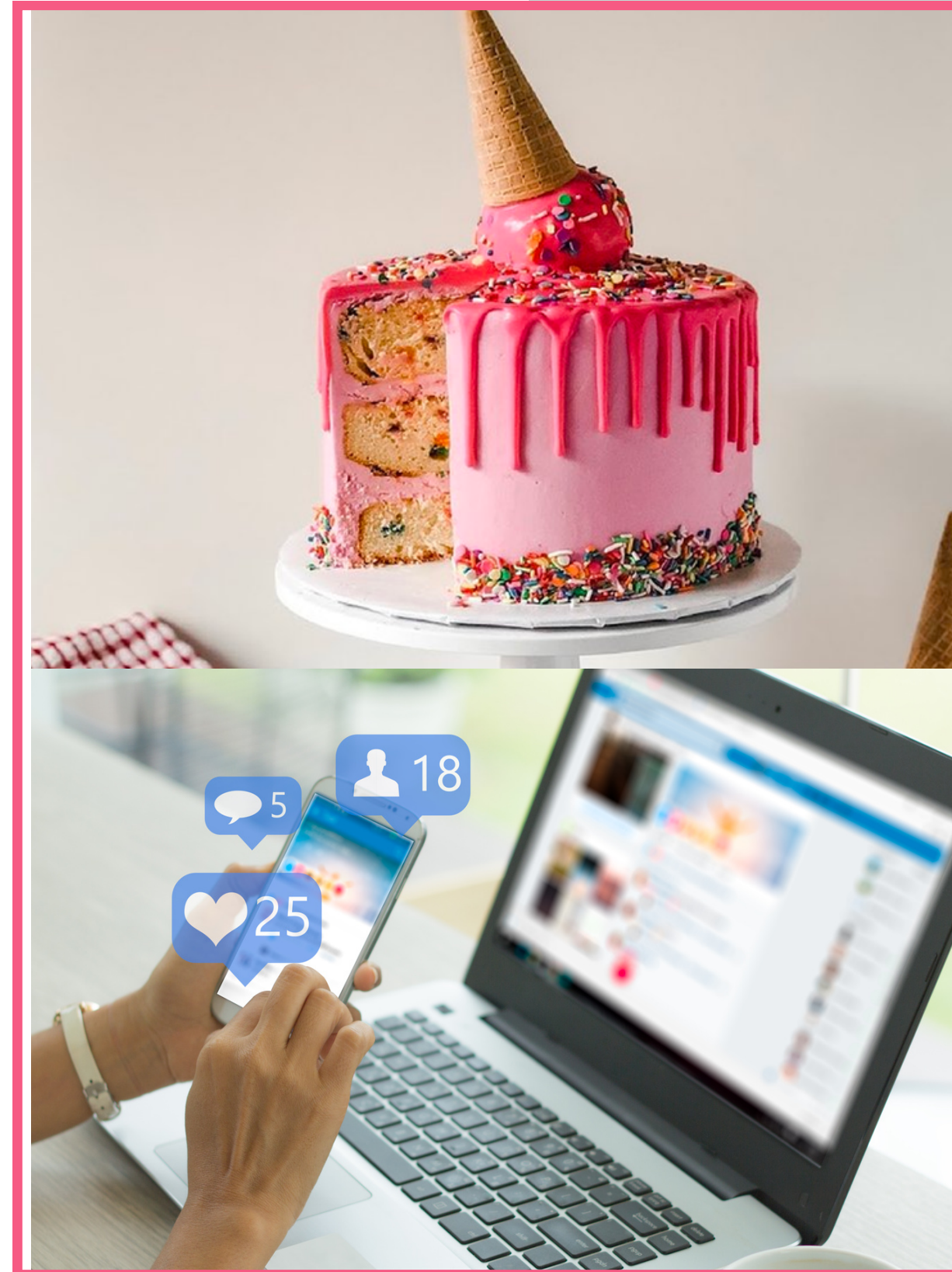
Progressively introduce more non-ice cream items as an incentive for staying subscribed

Possible Rewards:

- Exclusive Amy's merchandise
- Birthday-themed kit

Stagger rewards for retention!

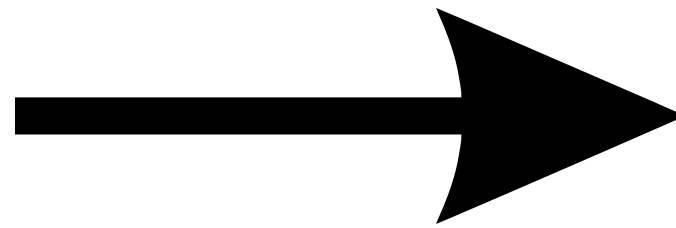
Rewards for Staying Subscribed



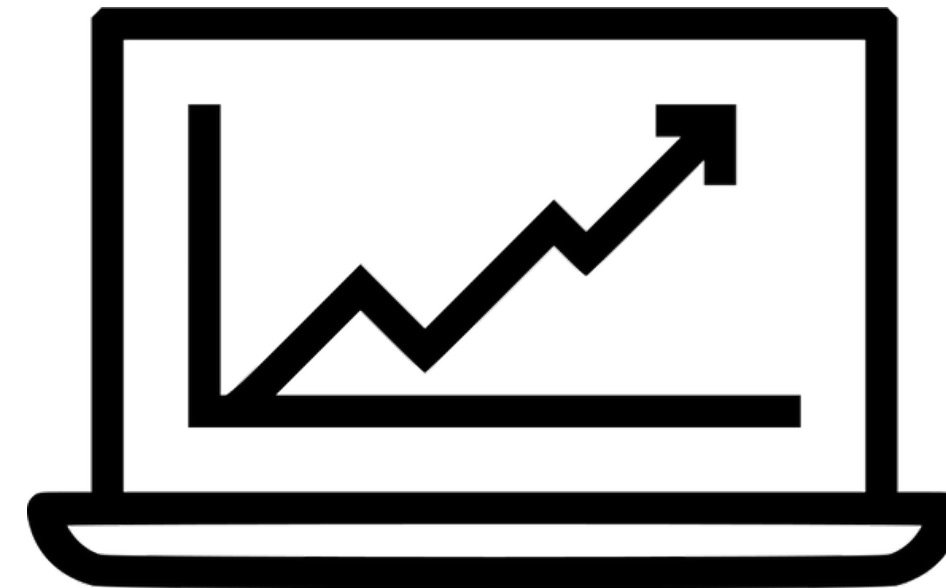
Location



**North/South Pick-Up
Location**



**Increase in Subscription
Rates & Retention**





Factors to Consider

Time & Resources

- Team for creating promotion content
- Cost of purchasing reward products
- Cost of opening a new location

Operational Logistics

- Delivery to new location from production facility
- Informing current customers of new location





Thank you!

Any questions ?