

Epworth Ice Cream

# Epworth Ice Cream Proposal

December 6, 2019

## EPWORTH ICE CREAM - PUBLIC RELATIONS AND SOCIAL MEDIA PLAN

Epworth Ice Cream is looking to Chernoff Newman for social media recommendations to help reach its 2020 goals and objectives. The four goals include:

1. Drive E-commerce sales
2. Strengthen social media presence
3. Increase social media engagement
4. Establish a unique brand voice

In order to help Epworth Ice Cream reach each its goals, we have provided a list of social media recommendations based on research insights.

### Goal 1: **Drive e-commerce sales**

Approach:

- Promote content surrounding holidays with an emphasis on online purchasing.

Why

- Data shows that holidays are the hottest for e-commerce sales.

Tactics:

- Conduct a photo shoot to capture seasonal content with Epworth Ice Cream.
- Post relative content and promote posts surrounding US holidays.
- Tag each product on Instagram to bring consumers straight to the purchasing link.
- Highlight corporate gift giving.
- Enforce idea that Epworth Ice Cream is worth the price because of the social cause it supports.

### Goal 2: **Strengthen social media presence**

Approach:

- Consistently post content on existing social platforms to increase brand awareness and presence.

Tactics:

- Post content weekly to existing social platforms (Facebook and Instagram).
- Focus on increasing consistency on Instagram.
- Push relative information around national ice cream holidays (see below for list of relevant 2020 holidays).

### Goal 3: **Increase social media engagement**



**Approach:**

- Drive Epworth Ice Cream's social media engagement.

**Tactics:**

- Respond to and like social responses and comments.
- Interact with affiliated organizations - churches, local nonprofits, etc.
- Encourage consumers to use the hashtag.
- Encourage consumers to recreate recipes using Epworth Ice Cream.
- Introduce a giveaway and/or partnership with social influencers.

**Goal 4: Establish a unique brand voice****Approach:**

- Determine and push content with a unique brand voice that separates Epworth Ice Cream from its competitors and similar organizations including Friends of Epworth and the Epworth Children's Home.

**Tactics:**

- Use #WorthMore to create an online hub specific to Epworth Ice Cream.
- Push content showcasing Epworth Ice Cream products.
- Show what makes the brand unique.

Together, following these tactics will help Epworth Ice Cream reach its 2020 goals and objectives.

**What makes the brand unique?**

Epworth Ice Cream is a brand with unique characteristics that sets it apart from similar brands. Our goal is to build awareness of who Epworth Ice Cream is to create a trusted brand that is recognizable to consumers. Some key characteristics that make it distinguishable from any other ice cream brand are that it is authentic, connected, responsible and credible.

- **Authentic** — Premium, high quality ice cream for indulgence.
- **Connected** — A local brand that is involved with the community through church partnerships and local nonprofit work.
- **Responsible** — One of the only ice cream brands that supports a social cause.
- **Credible** — The ice cream has been supporting Epworth Children's Home for over 80 years.

These characteristics are significant, not only because they help the brand stand out from competitors, but also because they exhibit commitment to the consumer and building trust, engaging with the



audience to start a positive conversation, and embodying the community to spur involvement. We want consumers to associate the brand with these characteristics and become familiar and recognizable in their eyes. We know who and what the brand is, but we need to give consumers this same perspective.

### **Target Audiences:**

The commonality shared between members of our audience are that they reside in South Carolina, North Carolina and Georgia, and that they are passionate about making a difference in their community and want to promote a good cause. South Carolina is the largest market, but we want to target nearby states to reach those who can't purchase the ice cream locally. Through research and what we learned through the Epworth Questionnaire, we divided the target audience into specific groups based on the demographics and psychographics of each to target through our campaign:

- Men and women primarily around age 45 (and older)
- "Empty nesters."
- Younger moms who occasionally buy ice cream for their family and want to help the children at the Epworth Children's Home.
- People who are looking for the highest quality ice cream for occasional indulgence.
- Corporations interested in the gift giving aspect during holiday seasons.

Overall, these audiences consist of buyers who want to support local businesses and help the kids. Typically, these people are more concerned about making a difference in their community than getting the lowest price. People who are involved with and aware of the Epworth Children's Home are interested in Epworth Ice Cream, but people not familiar with the home are most attracted to the fact that 100 percent of the profits go to the children's home.

### **RESEARCH INSIGHTS**

In order to discover opportunities that will help Epworth Ice Cream drive increase engagement and boost ecommerce sales, we looked at secondary research that covered four key campaign drivers: the Epworth Ice Cream brand, the ice cream market, and frequent ice cream consumers and their media use habits. Below are some of the key insights we discovered.

### **Brand**

To start, we evaluated the strengths of the brand. What differentiates Epworth Ice Cream from its competitors? We found some key insights that set Epworth Ice Cream apart.





4:1

We looked at a social media monitoring tool, Social Mention, and found that most of the buzz associated with Epworth Ice Cream comes from the brand's online channels and publications, *not* from consumers.

Social Mention also measured the ratio of positive to negative online sentiment of the brand as 4:1. However, the numerator includes neutral sentiment as well, which accounts for the majority of this ratio.

0%

This is the amount of online passion there is for Epworth Ice Cream, according to Social Mention. For a brand that stands for such an amazing cause, this should be higher.

### Market

Next, we dove into market research to see if there are any opportunities within the industry that Epworth Ice Cream can take advantage of. We found some promising data on category growth and popular flavors by season.

1%

This is the annualized rate that the ice cream market is expected to grow over the next four years to 2023 according to IBISWorld Industry Reports.

### High & Growing

Competition within the industry is high, and it is expected to continue growing over the next five years, according to IBISWorld.

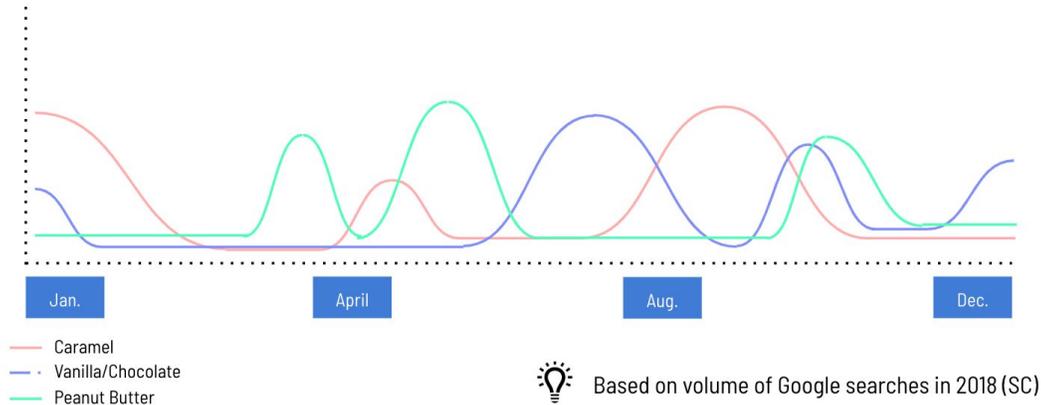


Although overall ice cream sales peak in July, different flavors are demanded at specific times of the year. See below to learn more.

### “Flavor Scheduling”

We looked at Google Trends data across 2018 to find out when each of Epworth Ice Cream's four flavors are popular throughout the year in South Carolina. Since this data represents online interest, we believe that our analysis of search trends will be beneficial to helping increase ecommerce sales of Epworth Ice Cream. Below are peak-interest periods for caramel, peanut butter and vanilla/chocolate ice cream (given Epworth Ice Cream's “vanilla chocolate swirl” and “vanilla bean” flavors, we chose to group online interest for both chocolate and vanilla ice cream):





**Consumer**

Although Epworth Ice Cream has solidified target segments, we did some additional digging into the audience in order to uncover anything that could benefit the specific goals of this campaign. Here is what we found:

**91%**

This is the proportion of consumers who say they would likely switch to a brand that supports a good cause, according to Cone Research.

**108 Index**

According to GfK MRI data, adults ages 45-54, 65+ are 8% more likely than the national average to consume ice cream weekly. This confirms what we know about Epworth Ice Cream’s target audience.



Adults remain loyal to their favorite ice cream flavors. Kids will most likely continue to love flavors through adulthood, according to Marketo.

**Media Use**

We looked into media consumption habits of adults ages 35-54, 65+ and found a trend towards heavier Instagram use. We also found some interesting insights on Instagram use by brands as opposed to consumers, which helped us better plan what would be beneficial for Epworth Ice Cream’s online presence, engagement and sales goals.

**~29%**

**31%**

**1/3**

**80%**



This is the proportion of weekly ice cream consumers that report using Instagram, according to data from GfK MRI (reported as % detail).

This is the proportion of consumers with an HHI over \$75k that are also Instagram users. This is important for the brand's higher-income target audience, according to Nielsen.

of Instagram users report having purchased products through the platform, according to Forbes.

of all Instagram users follow at least one brand on the platform, according to HubSpot.

### Summary of Research

Epworth Ice Cream's target consumers are users of Instagram, and research shows that Instagram users purchase and are likely to engage with brands on the platform. Epworth Ice Cream's online presence is small, and most of the sentiment about the brand is neutral and lacking emotion. There is a major opportunity for Epworth Ice Cream to change this, as the ice cream is a low-involvement, feeling-based purchase and the brand has a rich, emotion-filled history. Additionally, although overall ice cream sales peak in the summer, various flavors peak at different times of the year; we could use this data to create a targeted scheduling approach based on flavors.

### SOCIAL MEDIA RECOMMENDATIONS

We have created a campaign to help Epworth Ice Cream achieve its 2020 goals. The campaign includes a social media campaign, earned media opportunities, increasing brand awareness and entering the influencer space.

#### Social Media Campaign

There are three main social media components to our 2020 campaign:

1. #WorthMore
2. Sundae Sunday
3. Giveaways

#### Hashtag:

The use of #WorthMore was created to highlight important aspects of Epworth Ice Cream. First, it is *worth* the price because of its high quality, and it is *worth* the price because it supports the Epworth Children's Home. Finally, to drive E-commerce sales the hashtag can be used for messages such as it is



worth trying, worth purchasing as a gift for loved ones and can be used to show how much people are worth.

### Sundae Sunday

Sundae Sunday is a great way to publish weekly content related to Epworth Ice Cream. These posts can include recipe ideas that consumers can recreate using Epworth Ice Cream, information about Epworth Ice Cream including its history, mission, purpose, general news and more. This will keep content consistent and provide an opportunity to engage with the audience!

### Giveaway

In order to help increase engagement, brand awareness, and social media following, Epworth Ice Cream can create a giveaway on social media. This might include partnering with an influencer or getting other organizations that it has relationships with involved. In order to limit giving away free ice cream, the giveaway might be a raffle-style event where every 5 dollars donated results in one entry to win a gift card or “a year’s worth of ice cream.” For example, in order to be entered, people must follow the brand on Instagram, repost the giveaway, and donate at least five dollars. This will motivate people to donate as a chance to win and an opportunity to help the children.

### ICE CREAM HOLIDAYS:

- **June 7 - National Chocolate Ice Cream Day:**
  - Sample Caption: Celebrate National Chocolate Ice Cream Day with our Vanilla Chocolate swirl! #WorthMore
- **June 20 - National Vanilla Milkshake Day:**
  - It’s National Vanilla Milkshake Day! Grab and blend some Epworth Ice Cream Vanilla Bean for the best results. #WorthMore
- **July 1 - Creative Ice Cream Flavor Day**
- **July 7 - Ice Cream Cone Day:**
  - What’s an ice cream cone without Epworth Ice Cream on top? #WorthMore
- **July 16 - Ice Cream Sundae Day:**
  - An entire day dedicated to ice cream sundaes? We’re in! Celebrate with any (or all) flavors of Epworth Ice Cream! #WorthMore
- **July 23 - Ice Cream Cone Introduced (1904) & Vanilla Ice Cream Day**
- **July 25 - Hot Fudge Sundae Day**
- **August 2 - National Ice Cream Sandwich Day**
- **August 18 - National Ice Cream Pie Day**
- **August 25 - National Banana Split Day**
- **September - National Ice Cream Sandwich Month**



- **September 6 - National Coffee Ice Cream Day**
- **September 12 - National Chocolate Milkshake Day**
- **November 11 - National Sundae Day**
- **December 3 - National Ice Cream Box Day**

**INFLUENCERS**

There are two main influencers in this campaign:

1. Food Influencers
2. Mommy Bloggers Influencers

Food influencers- The number of food being bought online has doubled. Brands have the opportunity to have the content that the consumer wants to consume and purchase. About 40 percent of consumers purchase something after they see it on any type of influencers social media page. A lot of the audience is using social media platforms such as Instagram, Facebook, Twitter, YouTube, Snapchat, and Tik Tok, which shoes many influencers.

Mommy Bloggers Influencers- According to Growth Badger, interest in the topics covered and making an impact and helping people are two of the top three motivations for mommy bloggers, behind making money. Customers are most likely to trust and feel more practical about an AD that could be shown on Facebook, TV or Instagram if the customers see it from a influencers post first.

FIRST	LAST	HANDLE	CONTACT	FOLLOWERS	LOCATION	BEAT	BLOG
<b>South Carolina</b>							
Andrew	Thompson	thehangrygamecock	afa693@hotmail.com	10 - 25k	Midlands	Food	
Anne Wolfe	Postic	annewolfepostic	anne@annewolfepostic.com	2.5 - 5k	Midlands	Food	<a href="https://www.annewolfepostic.com/blog">https://www.annewolfepostic.com/blog</a>
April	Blake	theaprilblake	april@theaprilblake.com	< 2.5k	Midlands	Food	<a href="https://theaprilblake.com/">https://theaprilblake.com/</a>
Lindsey Spires	Griffin	colatownfoodieandfun	colatownfoodie@gmail.com	10 - 25k	Midlands	Food	<a href="http://sallytour.city/">http://sallytour.city/</a>



Lynn	Luc	gocola	lynnluc324@gmail.com	5 - 10k	Midlands	Food	<a href="https://www.experiencecolumbiasc.com/ambassadors/lynn/">https://www.experiencecolumbiasc.com/ambassadors/lynn/</a>
Rachael	Hartley	rachaelhartleyrd	RachaelHartleyNutrition.com	10 - 25k	Midlands	Food	<a href="https://www.rachaelhartleynutrition.com/instagram-links">https://www.rachaelhartleynutrition.com/instagram-links</a>
Susan	Ardis	sardis62	sardis@thesate.com	< 2.5k	Midlands	Food	
Tonya M	Palmer	streetsandeatsofsc	tmpalmerphotography@gmail.com	2.5 - 5k	Midlands	Food	<a href="https://www.tmpalmerphotography.com/">https://www.tmpalmerphotography.com/</a>
Zoe		food4fuel_			Midlands	Food	
		allthingscolasc	Allthingscolasc@gmail.com	2.5 - 5k	Midlands	Food	
		colacooking		< 2.5k	Midlands	Food	
		columbiafoodienews	kathy@gardenenergyguides.com	< 2.5k	Midlands	Food	<a href="https://columbiafoodienews.com/">https://columbiafoodienews.com/</a>
		scbrunchclub		< 2.5k	Midlands	Food	
Kristen		lovely.as.a.mother	kristen@lovelyasamother.com	10 - 25k	Midlands	Parenting	<a href="http://lovelyasamother.com/">http://lovelyasamother.com/</a>
Carolyn	Fennell	fennellseeds	FennellSeedsblog@gmail.com	10 - 25k	Lowcountry	Parenting	<a href="https://fennellseeds.com/">https://fennellseeds.com/</a>
Brittany			brittfogle11@gmail.com	5 - 10k	Midlands	Parenting	<a href="https://famouslyhaute.com">https://famouslyhaute.com</a>



							/
Amanda	Rollinson	valuemindedmama	<a href="https://www.valuemindedmama.com/contact-3">https://www.valuemindedmama.com/contact-3</a>	25.5k	Columbia	Parenting	<a href="https://www.valuemindedmama.com/">https://www.valuemindedmama.com/</a>
Ayana		littleprinceleopold	Littleprinceleopold@yahoo.com	13.6k	Columbia	Parenting	<a href="https://littleprinceleopold.com/">https://littleprinceleopold.com/</a>
Carey	Shofner	messyasamother	simplyshofner@gmail.com	1.7k	Columbia	Parenting	<a href="https://messyasamother.wordpress.com/">https://messyasamother.wordpress.com/</a>
Rebecca	McCleery	rebeccajmccleery		1.3k	Lexington	Parenting	
		sodacitysc		25 - 50k	Midlands	Parenting	
<b>North Carolina</b>							
Justin	Samson	justinbsamson		5 - 10k	Piedmont	Food	
Jess	Bentley	sliceofjess	SliceOfJessBlog@gmail.com	10 - 25k	Piedmont	Food	<a href="https://sliceofjess.com/">https://sliceofjess.com/</a>
Jessica	Hodnett	thesweetsoul	Sweetseoulnccharlotte@gmail.com	5 - 10k	Piedmont	Food	<a href="http://thesweetseoul.com/blogs/">http://thesweetseoul.com/blogs/</a>
Lisa	Leake	100daysofrealfood		> 100k	Piedmont	Food	<a href="https://www.100daysofrealfood.com/blog/">https://www.100daysofrealfood.com/blog/</a>
Emy		emysevolving		10 - 25k	Mountains	Food	
Christen	Clinkscalls	christeneats	christen.eats@gmail.com	2.5 - 5k	Mountains	Food	<a href="http://www.christeneats.com">www.christeneats.com</a>
Russell		mpifblog	<a href="https://mpifblog.wordpress.com/contact">https://mpifblog.wordpress.com/contact</a>	< 2.5k	Mountains	Food	<a href="https://mpifblog.wordpress.com/">https://mpifblog.wordpress.com/</a>



			act/				
Wilmington	Eats	wilmington_eats		10 - 25k	Coast	Food	
Danielle	Cleveland	bellebeastandbabies		10 - 25k	Piedmont	Parenting	

**SOCIAL STRATEGY & BUDGET**

To reach its target audiences with more efficiency and accuracy, we recommend that Epworth Ice Cream use the #WorthMore campaign to increase its presence and content-consistency on Instagram. This involves posting at least twice a week, staying active on Epworth Ice Cream’s story and altering the brand’s promotional budget to include Instagram promotions. Epworth Ice Cream’s Instagram account should also be approved for Instagram Shopping so that the products can be tagged in each post, thus allowing for viewers to tap on a link and be redirected to the website’s ecommerce section.

The #WorthMore campaign should be integrated into the brand’s already-large Facebook presence. Epworth Ice Cream should continue to post about and promote new distributor locations across all social media platforms. Promotional efforts can also be pulsed around holidays and peak selling periods at the marketing manager’s discretion.

**EARNED MEDIA**

Traditional and Social Media Outlets in Columbia, GA, NC

OUTLET	TYPE	LOCATION	CONTACT
The Post and Courier	Newspaper	Charleston, SC	Phone- 843-577-7111 Email- webteam@postandcourier.com
The State	Newspaper	Columbia, SC	Phone-803-771-6161 Email- rcurtis@thestate.com
WIS 10 News	News Station	Columbia, SC	Phone- 803-799-1010 Email- lschulze@wistv.com
The Charlotte Observer	Newspaper	Charlotte, NC	Phone- (704) 358-5000 Email- tjanes@charlotteobserver.com



The News and Observer	Newspaper	Raleigh, NC	Phone- 919-836-5600
The Southern Fork	Podcast	Charleston, SC	Email-stephanie@thesouthernfork.com
The Food Network	Television Station	New York, NY	Contact Page- <a href="http://foodnetwork.custhelp.com/app/ask">http://foodnetwork.custhelp.com/app/ask</a>
Hoffman Media	Magazine Provider	Birmingham, AL	Phone- 205-995-8860
South Carolina Living	Magazine	Cayce, SC	Phone- (803) 739-3040
Cola Today	News Service	Columbia, SC	Email- thecolatoday@gmail.com
Southern Living	Magazine	Birmingham, AL	Phone- 205-445-6000 Email- slvcustserv@cdfsfulfillment.com
WSB-TV	News Station	Atlanta, GA	Phone- 404-897-7000 Email- PublicAffairs@wsbtv.com
Beaufort Lifestyle	Magazine	Beaufort, SC	Phone- 843-441-7318 Email- naomi@bridgemediapublishing.com
Greenville News	News Source	Greenville, SC	Phone- 864-298-4349 Email- arusell@greenvillenews.com
Cape Fear Living	Magazine	Wilmington, NC	editor@capefearlivingmagazine.com

### SOCIAL CAPTION IDEAS

You can download the photos to pair with these captions here:

<https://drive.google.com/open?id=1emjHrJy6kdWaDahk55kdEXLSU-NDqQUt>

Sundays:

- What's better than a sundae on Sunday? ... nothing. #sundaysundae #WorthMore
- Sundays are for sundaes! #WorthMore



- What's better than watching football on a Sunday? Watching football while eating Epworth Ice Cream! #Sundaesunday #WorthMore

#### Halloween:

- Spooky Scoops #WorthMore  
Trick or treat yo'self to some ice cream! #WorthMore
- Pro-tip: Get rid of extra Halloween candy by using it as ice cream toppings! #WorthMore
- Freaky good #WorthMore

#### Thanksgiving:

- Thankful for family, friends and ice cream! #WorthMore
- Thankful you each and every one of you! #WorthMore
- Stock your freezer with ice cream even your in-laws will love.... #WorthMore

#### Christmas:

- Deck the halls with pints of ice cream #WorthMore
- Merry Christmas, I wrapped it up and sent it... #WorthMore
- Not the best stocking stuffer, but definitely a great freezer stuffer! #WorthMore
- Spend less time in the kitchen and more time as a family this holiday season. Choose one of Epworth's four delicious flavors so you can spend less time baking and more time with the people you love. #WorthMore
- Mint to be together #WorthMore
- It might be cold outside, but it isn't by the fire. Curl up by the fire with a tub of Epworth ice cream because you deserve it. #WorthMore
- Forget to pick up a gift for the holiday party host? No worries...just bring them a tub of Epworth ice cream instead! #WorthMore
- Light up this holiday season with Epworth Ice Cream! #WorthMore

#### Easter:

- Easter bunny approved. #WorthMore
- Make your Easter egg-stra special with Epworth Ice Cream! #WorthMore

#### Valentines Day:

- Love at first bite #WorthMore
- Who do you love un-cone-ditionally? #WorthMore
- I'll stop the world and melt with you... #WorthMore
- Make your Valentines Day even sweeter with Epworth Ice Cream! #WorthMore



## Back-to-School:

- Take back the taste of summer with Epworth ice cream! #WorthMore
- Now that the kids are back in school, you can savor your alone time with Epworth Ice Cream. Don't worry, we'll keep your secret. #WorthMore
- Cara-mel or cAr-mel? No matter how you say it, it tastes just as good. #WorthMore

## College exam/care package:

- Help your students cram for exams the right way...with our ice cream. #WorthMore
- Final exam tip #1: ~Chill out~ #WorthMore
- Finals season is here. Help out your fellow students by sending them the best gift ever: ice cream! #WorthMore

## Father's Day:

- Treat your dad to a gift that everyone can enjoy! #WorthMore
- Happy Father's Day to all the dads out there! #WorthMore

## 4th of July:

- (Recipe using ice cream) Bring these festive treats to the party and watch the fireworks fly! #WorthMore

## New Years:

- This year, I promise to eat more Epworth Ice Cream #WorthMore
- (Picture of someone kissing the pint) Ringing in the New Year with the best! #WorthMore

## General post ideas:

- When one of our retail freezers isn't close enough and normal ice cream just doesn't cut it- we've got you covered. Head to our website to order online and we'll ship it straight to you! #WorthMore
- Never settle for just one scoop #WorthMore
- Check out the link in our bio to find where to buy Epworth Ice Cream near you! #WorthMore
- Share some ice cream with someone special today! #WorthMore
- Purchasing Epworth's ice cream helps a child in need #WorthMore
- The gift that keeps on giving... Epworth Ice Cream is not only delicious but 100 percent of proceeds benefit the Epworth Children's Home. #WorthMore
- Show your loved ones that they are #WorthMore by sending them Epworth Ice Cream. (Insert bitly to landing page)



**ANTICIPATED RESULTS**

Upon completion of this campaign, we expect to at least double social media following on Instagram, gain at least 1.03 million earned impressions from outlets such as The Post and Courier, The State, Southern Living, and The Charlotte Observer, drive potential social reach by around 48 thousand plus impressions through influencer partnerships and increase e-commerce sales by 25% percent.

