



ADVG18073 CONSUMER RESEARCH ADVERTISING PLAN  
PROFESSOR: ANNIE TARZI

PROJECT: PRIMARY RESEARCH

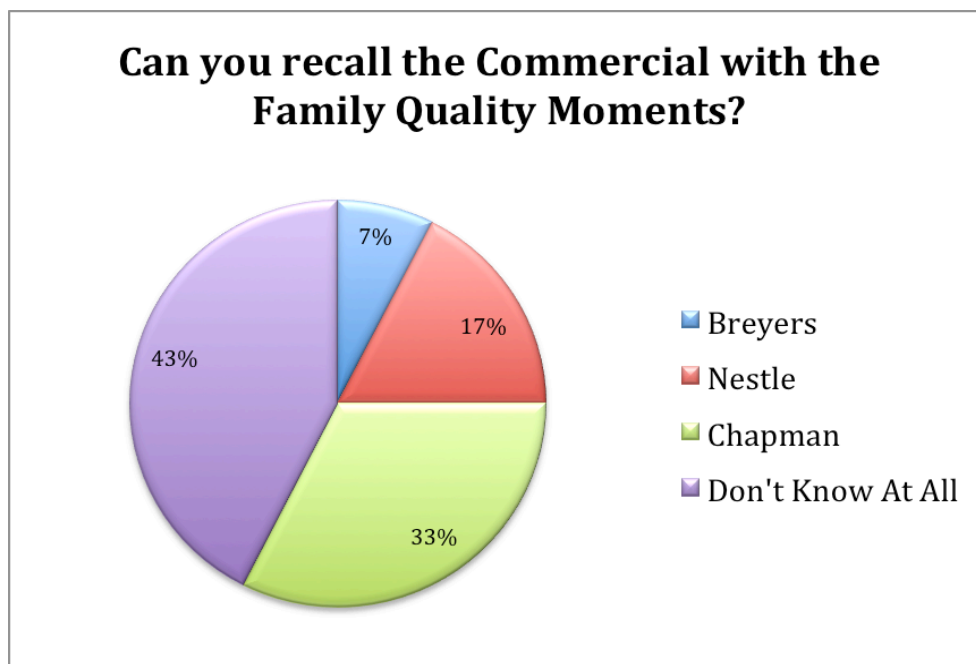
DUE DATE: WEDNESDAY MARCH 12TH  
STUDENT: ASHLEY MOLASY

## **Brand Awareness**

When surveying the consumers, in order to try and understand the consumer's awareness of ice cream. A series of that are aided and unaided questions were asked to determine Breyers brand usage.

Awareness (%)			
Brand	Top Mind	Unaided	Total
Breyers	20	52.5	100
Chapman	37.5	60.3	95.3
Nestle	7.5	35	97.5
Ben & Jerry	2.5	27.5	92.5
Haagen-Dazs	10	20	97.5

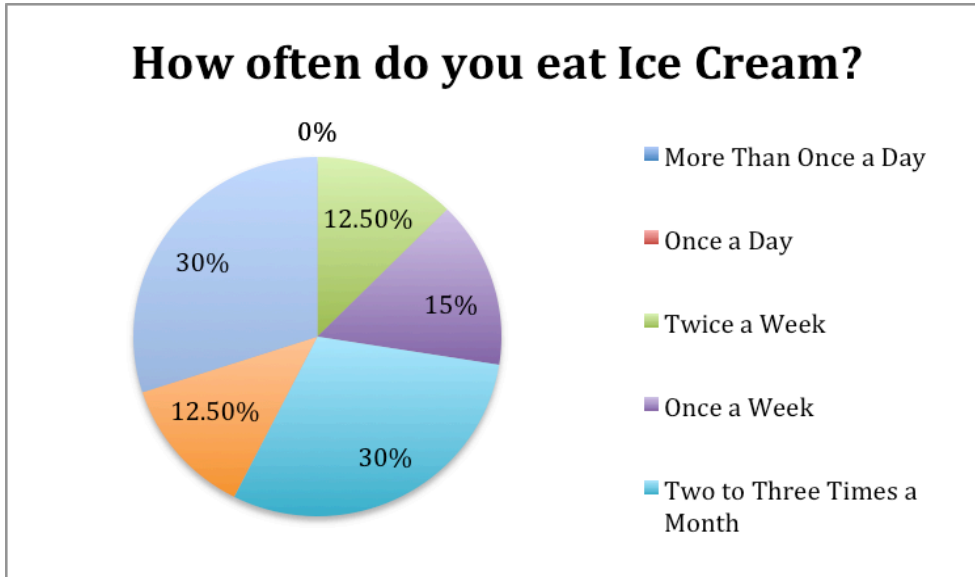
## **Advertising Awareness**



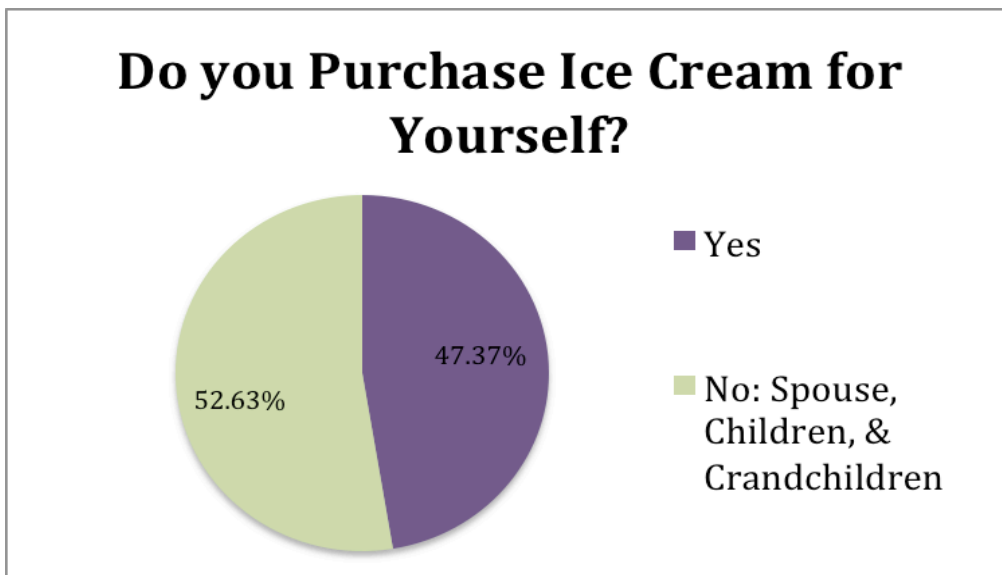
- Of those surveyed, only 52.5% mention Breyers Ice cream when asked to list ice cream brand. However, when aided with a list of ice cream brands, 47.5% recognized Breyers. It should be noted that 13% of those surveyed recognized the commercial as Breyers ice cream.
- Therefore it can be concluded that the top of the mind awareness needs to increase amongst our target audience by creating a new advertising campaign. Breyers must create a suitable ad that will reach their target audience as well as make the brand logo and product appear more. Creating a new advertising campaign will help Breyers become the new brand leader of ice cream.

## **Brand Usage**

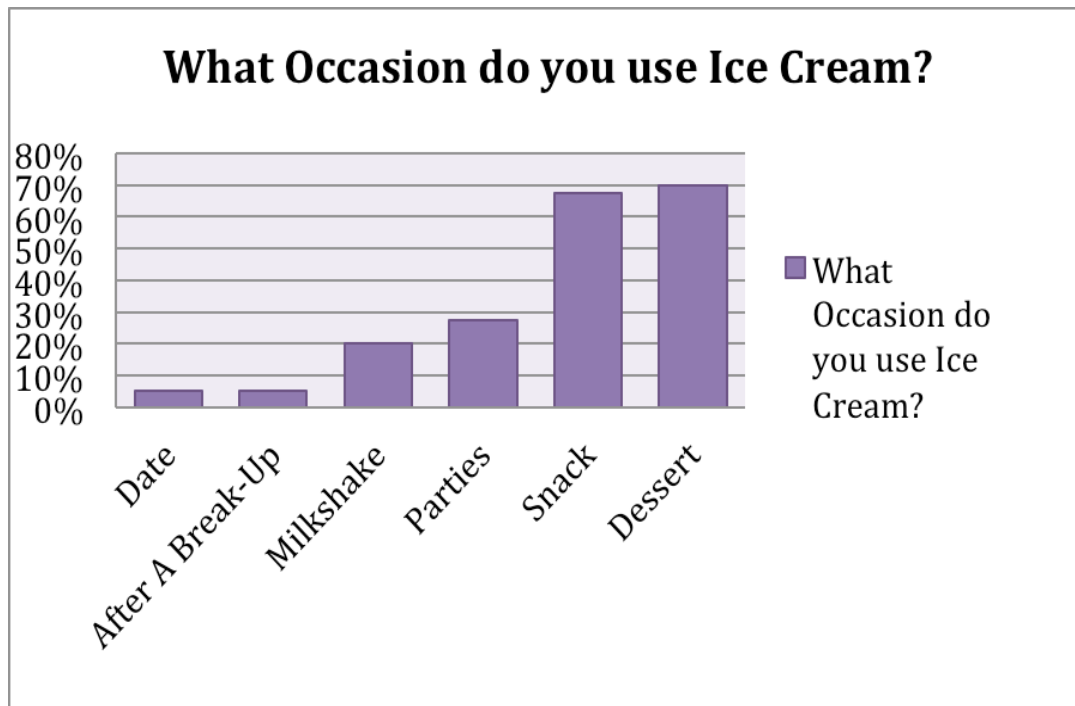
When surveying the consumers, in order to try and understand the consumer's usage of ice cream. A series of that are aided and unaided questions were asked to determine Breyers brand usage.



- The majority of those surveyed, 30% tend to consume ice cream two or three times a month. However, 30% of surveyed consume ice cream at less than once a month.
- Therefore concluded that product usage needs to increase amongst our target audience with a new advertising campaign. The advertising campaign should target those who consume more ice cream in the target audience.



- Those of surveyed, 52.63% purchase ice cream for themselves and family. Breyers needs to create an advertising campaign that demonstrates the target audience eating ice cream with their multi-generation family.



- The majority of those surveyed, 70% consume ice cream as a dessert whereas 67.5% consumers ice cream as a snack.
- Breyers needs to create an advertising campaign promoting their brand to the target audience as the perfect snack and dessert. Their advertisement will demonstrate how Breyers is the perfect snack and dessert after dinner.

### **Overall Summary**

- In order for Breyers to create brand awareness they must create a new advertising campaign that consist to the target audience. This campaign must consist of demonstration of use of product as a snack and dessert. The campaign must reach the target audience that consumes more ice cream than others. As well as being creative and placing more product name and image within the ad to create more advertising awareness.



ADVG 18073 CONSUMER RESEARCH ADVERTISING PLAN

PROFESSOR: ANNIE TARZI

PROJECT: SECONDARY RESEARCH ASSIGNMENT

DUE DATE: WEDNESDAY MARCH 5<sup>TH</sup> 2014

STUDENTS: ASHLEY MOLASY, HILARY BROCK, TONIA RANIERI, & JULIA FERNANDES

*Breyers*

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## 1. Industry Market Situation Analysis

### A) Market Profile

#### *i. Yearly Sales*

Ice cream sales continue to increase in Canada. This is possible due to the impact of seasonal trends that affect demand. 2013 shows the highest ice cream sales in Canada over the last 5 years.<sup>1</sup>

The chart below shows the yearly sales increase of ice cream over the past 5 years within the Canadian ice cream industry.

#### *Sales of Ice Cream by Category: Value 2008 - 2013*

C\$ Million	2008	2009	2010	2011	2012	2013
Ice Cream	\$1,600.2	\$1,623.7	\$1,662.7	\$1,708.3	\$1,708.3	\$1,818.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources. Accessed on February 26, 2014.

#### *ii. Market Share*

Over the past 5 years, ice cream value growth has continued to rise with an overall increase of 2.59%.<sup>2</sup>

The chart below shows the increase of value growth by category for ice cream in Canada.

#### *Sales of Ice Cream by Category: % Value Growth 2008 - 2013*

% Current value growth	2012/13	2008 – 13 CAGR	2008/13 Total
Ice Cream	3.23%	3.59%	13.66%

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources. Accessed on February 26, 2014.

However, **Breyers'** brand shares have been decreasing over the past 5 years despite the Canadian ice cream industry increasing in value.

The chart below shows **Breyers'** brand shares decreasing over the last 5 years.

#### *Brand Shares by Global Brand Name: % Brand Share 2008 - 2013*

Ice Cream	2008	2009	2010	2011	2012	2013
<b>Breyers</b>	18.1%	17.6%	16.8%	16.5%	16.6%	16.4%
Unilever Group						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources. Accessed on February 26, 2014.

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<sup>1</sup> Euromonitor, Ice Cream In Canada retrieved from: <<http://www.portal.euromonitor.com/library/sheridanc.on.ca/Portal/Pages/Search/SearchResultsList.aspx>>. Accessed on February 26, 2014.

<sup>2</sup> Ibid



### iii. *Industry Growth*

The industry growth for ice cream in Canada has been steady over the past 5 years. The industry growth is a result of increasing ice cream revenue each year. The Canadian ice cream industry is currently experiencing a Growth Phase that began in 2008 and has continued into 2013.

The chart below shows industry growth for ice cream over the past 5 years in Canada.



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources. Accessed on February 26, 2014.

### iv. *Relevant Trends within the Industry*

Impulse ice cream saw a growth increase of 4% in 2013. Impulse ice cream in Canada has increased in popularity over the past 5 years. It is possible that seasonal trends can be a factor in impulse ice cream buying - consumers purchase ice cream as a means to stay cool during hot summer days. On-the-go ice cream, available at local convenience stores, appeal to consumers for their single portion and portability. As long as the Canadian market offers impulse and on-the-go ice cream options, consumers will continue to drive sales and enjoy the convenience of a single portion treat at their leisure.<sup>3</sup>

In 2013, Retail-artisanal ice cream has increased in value by 6 % and increased in volume by 2%. Consumers are focusing more on quality ingredients: natural, organic, dairy – based, unique flavours, and higher quality. Consumers are attracted to artisanal ice creams due to their natural and locally derived ingredients – there is something very wholesome

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<sup>3</sup> Ibid



about purchasing local goods. Artisanal ice cream is not just an indulgence – it's an experience.<sup>4</sup>

In 2013, Health and wellness ice cream was steady with organic and lactose-free ice cream performing well with a value growth of 4% and a volume growth of 3%; however, low-fat and sugar-free ice creams had an increase of value growth with a decrease in volume margin. Consumers prefer to indulge with a premium, decadent ice cream as opposed to a healthier option. Although consumers are more health conscious, the majority still choose an indulgent treat as a just-reward after a hard work week.<sup>5</sup>

## B) Environmental Profile

### *i. Technology*

In Canada, technology continues to advance and be in demand. Consumers and businesses are consistently trying to keep up with technological trends. Failing to upgrade technology can increase operating costs more so than purchasing and implementing new equipment.<sup>6</sup>

The advantage of new technology allows the ice cream industry to create new flavours and line extensions. In addition, new technology allows brands to conduct research to see what consumers want and need. The ice cream industry can use technology to reach target markets via social media and e-commerce.

### *ii. Social Factors*

The family structure is rapidly changing: single parent, same sex, inter-racial, extended and blended families are more common across Canada.<sup>7</sup> Canada is home to 6.8 million foreign – born residents, which is 20.6% of the country's total population.<sup>8</sup>

The growing ethnic population has been highlighted with respect to the impact it is having on changing consumer buying behaviour. The ice cream industry has realized that with research, ethnic shoppers, particularly those of Asian decent, prefer ice cream instead of frozen yogurt. The ice cream industry has crafted flavours that are very popular to specific ethnic groups such as: green tea, red bean, and mango.<sup>9</sup>

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<sup>4</sup> Ibid

<sup>5</sup> Ibid

<sup>6</sup> Ehow, technology influences retrieved from [http://www.ehow.com/facts\\_6921902\\_technology-influence-business\\_.html](http://www.ehow.com/facts_6921902_technology-influence-business_.html) Accessed on February 26, 2014 .

<sup>7</sup> Globe & Mail. Retrieved from <http://www.theglobeandmail.com/news/politics/census-will-offer-a-glimpse-into-canadas-changing-family-structure/article4552506/> Accessed on Feb 26,2014.

<sup>8</sup> CTV New retrieved from <http://www.ctvnews.ca/canada/canada-s-immigrant-population-surges-to-6-8m-foreign-born-residents-1.1272126> Accessed on February 26, 2014.

<sup>9</sup> Euromonitor, Ice Cream In Canada retrieved from <http://www.portal.euromonitor.com/library.sheridanc.on.ca/Portal/Pages/Search/SearchResultsList.aspx> .Accessed on February 26, 2014..

### iii. *Political Factors*

The *Farmers of Canada Trade Association* have focused dairy ad campaigns on ice cream that's made of 100% Canadian dairy. One major challenge of real dairy ice cream is the high cost.<sup>10</sup>

However, due to the *Comprehensive Economic and Trade Agreement* (CETA), it is designed to avoid government control of the market by standardizing prices consumers pay to ensure stable returns for farmers, as well as creating profit for larger companies.<sup>11</sup>

### iv. *Economy*

The Canadian economy has experienced its best growth in years – with a potential growth between 2% and 3%. Canada's economic indicators in the past year have consistently shown slow, but steady growth since 2011. Consumer spending is forecasted to increase and remain constant in 2014.<sup>12</sup>

### v. *Legal Factors*

One law and regulation affecting the ice cream industry is the *Guide to Food Labelling and Advertising*. The guide outlines that all products be labelled accurately and not mislead consumers. The ice cream industry must ensure that products labelled 'Dairy Free' contain no milk contents or derivatives. Product labels must undergo inspection and be approved as a 'Dairy Free' product. This is also true for product labelled as 'natural'.<sup>13</sup>

The *Nutritional Labelling Regulation* was implemented in December 2007, making it mandatory for all products to display a 'Nutrition Facts' table. Consumers who are health conscious look at nutritional facts prior to purchasing the product. This table allows consumers to review the information needed to make the buying decision that falls in-line with their values.<sup>14</sup>

## Environmental Profile

Technology is advancing in Canada and businesses must keep up with the newest advancements in order to define and cater to consumer needs. The family structure in Canada has changed from the "Ideal, Nuclear Family" to families that are more culturally and socially diverse – Single and same sex parents are becoming a norm in Canada. The ice cream industry has taken into consideration the different ethnic groups within Canada and has offered these markets the options of more artisanal flavours such as: mango, green tea and red bean.

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<sup>10</sup> Ibid

<sup>11</sup> Dairy Farmer Canada, Adobe File DFC <http://www.dairyfarmers.ca/> Accessed February 26, 2014

<sup>12</sup> The Financial Post, Bloomberg retrieved from <http://business.financialpost.com/2014/02/23/canadian-economic-growth-likely-best-it-has-been-in-years/> Accessed February 26, 2014.

<sup>13</sup> Canada, Inspection retrieved from <http://www.inspection.gc.ca/food/labelling/decisions/milk-and-dairy-products/eng/1348164863576/1348164917826> Accessed on February 26, 2014

<sup>14</sup> Ibid

Some political factors affecting the Canadian ice cream industry is the debate on brands using 100% Canadian dairy to produce ice cream products, specifically those that are milk- and cream-based. The *Comprehensive Economic and Trade Agreement* is designed to protect local farmers from the government controlling prices and ensuring a stable return for farmers. The Canadian economy is at its best and it expected to grow by 2% - 3% in the 2014. The *Guide to Food Labelling and Advertising*, as well as *The Nutritional Labelling Regulation*, must be considered and utilized on packaging within the Canadian ice cream industry.

## **2. Brand Analysis**

### **A) Product Analysis – 4 Ps**

#### **Product: Breyers Double Churn Ice Cream – Creamery Style**

- **Breyers** has grown significantly since its launch of **Breyers** Classic Ice Cream in 1866 by founder William A. Breyer in Philadelphia. A number of line extensions have been created since its beginning with many of the same ingredients still used today – such as fresh fruit and natural flavours. **Breyers Double Churn** Ice Cream is still made the old fashioned way: by churning the ice cream, giving it a smooth and creamy consistency. Each ice cream package is sealed with William's "Pledge of Purity" to ensure that the ingredients used are guaranteed the highest quality.<sup>15</sup>

**Price:** Approximately \$5.99 - \$7.99<sup>16</sup>

**Place:** Metro, Walmart; Grocery Stores, Department Super Stores<sup>17</sup>

**Promotion:** **Breyers'** advertisement titled "Family Moments" was found on Youtube and was accessed on February 20, 2014.<sup>18</sup> The advertisement is based on **Breyers** as a brand.



Source: <<https://www.youtube.com/watch?v=SgUB0ytwTB4>>. Accessed on February 20, 2014.

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<sup>15</sup> <<http://www.unilever.ca/brands/foodbrands/breyers.aspx>>. Accessed on February 27, 2014.

<sup>16</sup> Observed on location – February 21, 2014

<sup>17</sup> Ibid

<sup>18</sup> <<https://www.youtube.com/watch?v=SgUB0ytwTB4>>. Accessed on February 20, 2014.



Source: <<https://www.youtube.com/watch?v=SgUB0ytwTB4>>. Accessed on February 20, 2014.

### B) Brand Positioning – USP:

- The unique selling proposition of **Breyers** is quality ingredients and family values (**Breyers** is positioned as a lifestyle brand that strongly supports traditional family values). When the family joins together and consumes **Breyers**, quality family moments are created- a historical moment takes place. The history behind **Breyers** is what differentiates and enriches the typical ice cream experience that would be had if a competitors' brand was consumed instead. The 'Family Moments' advertisement supports the USP by showing families enjoying **Breyers** together at home while having a fun time – by eating **Breyers** together as an all-American family, the consumers create quality moments with each other.<sup>19</sup>

### C) Brand Image and Reputation:

- **Breyers** is an American brand; “an American Classic since 1866”.<sup>20</sup> **Breyers** remains an all-American family choice to this day and has been a household staple for over 140 years – **Breyers** affirms itself as a family brand that holds traditional family values.<sup>21</sup> These traditional values are demonstrated within the advertisement, which show a family structure that includes a mom and dad with 2 children (one boy and one girl – the ‘nuclear family’ of Caucasian decent) and a same-race couple.<sup>22</sup>

### D) Advertising Analysis – What is the image portrayed in the advertisement?

- The image portrayed in the advertisement is that of a family spending time together enjoying **Breyers** – this is what an all-American family does when they are together. The advertisement demonstrates that a ‘wholesome’ product creates quality moments with the ones you love. The message is friendly and positive. Emotional appeals are

<sup>19</sup> Ibid

<sup>20</sup> Ibid

<sup>21</sup> <<http://www.unilever.ca/brands/foodbrands/breyers.aspx>>. Accessed on February 27, 2014.

<sup>22</sup> <<https://www.youtube.com/watch?v=SgUB0ytwTB4>>. Accessed on February 20, 2014.

expressed with the light-heartedness and tender moments being experienced amongst the family as they consume **Breyers** together.<sup>23</sup>

### **3. Competitor Analysis**

#### **a) Competitor #1: Chapman's**

##### **Product:**

Chapman's has many ice cream products such as: original ice cream, premium ice cream, ice cream cones, sorbets, sundaes, peanut-free, lactose-free and no-sugar-added ice cream options.<sup>24</sup>

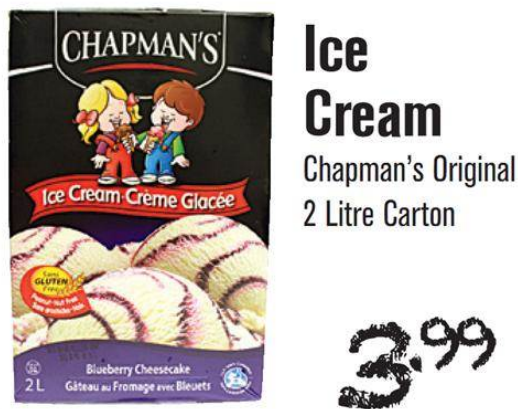
##### **Price:**

Approximately \$3.00 to \$5.00.<sup>25</sup>

##### **Place:**

Chapman's products can be found at grocery stores such as: Metro, Longo's, Real Canadian Superstore, No Frills, and Walmart.<sup>26</sup>

##### **Promotion:**



Source: <http://cdn.travivia.com/fsi-ad/8071650-500>. Accessed on February 28, 2014

Advertisements for Chapman's can be found in flyers for local retailers. Usually these advertisements are promotional.<sup>27</sup>

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<sup>23</sup> Ibid

<sup>24</sup> Welcome to Chapman's Ice Cream. <http://www.chapmans.ca/Default>. Accessed, 28 Feb. 2014.

<sup>25</sup> Walmart Chapman's Search. <http://www.walmart.ca/search/chapmans/page-1>. Accessed 8 Feb. 2014.

<sup>26</sup> Chapman's Store Locator. <http://www.chapmans.ca/StoreLocator/>. Accessed, 28 Feb. 2014.

<sup>27</sup> Google Search for Chapman's Flyers. <<http://www.google.ca/search?q=chapmans+flyer&source=lnms&tbm=isch&sa=X&ei=Eb0QU6yAC4XI2gWT6YDoBA&ved=0CAcQAUoAQ&biw=1279&bih=567>>. Accessed, 28 Feb. 2014.

### **USP:**

Chapman's unique selling proposition is that they are truly a 100% Canadian product.<sup>28</sup>

### **Image and Reputation:**

According to PMB, 15.2% of people in Canada eat Chapman's Ice Cream and 4.5% of people in Canada eat Chapman's Premium Ice Cream.<sup>29</sup>

Chapman's has an image of being a family-oriented ice cream with the slogan, "For the kid in all of us", while displaying animated children on the packaging.<sup>30</sup>

Chapman's has a reputation for being an all-Canadian brand and uses 100% Canadian dairy within its products.<sup>31</sup> The Canadian dairy blue cow logo is displayed on its packaging.<sup>32</sup>

### **Advertising Analysis:**

Chapman's is usually advertised as a promotion in flyers for local retailers.



Source: Youtube. [https://www.youtube.com/watch?v=aU\\_1Uk743I0](https://www.youtube.com/watch?v=aU_1Uk743I0). Accessed on February 28, 2014

In addition, Chapman's uses National commercials to advertise new products.<sup>33</sup> The most recent Chapman's advertisements are for its 'Sundae' product line. The advertisement is executed in a 1950s fashion.<sup>34</sup>

## **B) Competitor #2: Nestle**

<sup>28</sup> Our Story. <http://www.chapmans.ca/AboutUs/OurStory>. Accessed, 28 Feb. 2014.

<sup>29</sup> Print Measurement Bureau. Demographics - Ice Cream/Ice Milk/Sherbet and Frozen Yogurt: Brand(s) Hhld. Used/Past 30 Days. Based on 2012 Study.

<sup>30</sup> Original. <http://www.chapmans.ca/Products/#Original>. Accessed, 28 Feb. 2014.

<sup>31</sup> Chapman's FAQ's. <http://www.chapmans.ca/AboutUs/FAQs>. Accessed, 28 Feb. 2014.

<sup>32</sup> Ibid

<sup>33</sup> Chapman's Ice Cream Sundae. [https://www.youtube.com/watch?v=aU\\_1Uk743I0](https://www.youtube.com/watch?v=aU_1Uk743I0). Accessed, 28 Feb. 2014.

<sup>34</sup> Ibid



**Product:** Nestle offers ice cream products under sub-branded names. These include: Real Dairy, Parlour, Skinny Cow, and Sundae.<sup>35</sup> Nestle also carries products outside of ice cream such as: water, chocolate, coffee and frozen foods.<sup>36</sup>

**Price:**  
Approximately \$2.00 to \$7.00.<sup>37</sup>

**Place:**  
Nestle ice cream products can be found at grocery stores, as well as other retailers such as Walmart.<sup>38</sup> Nestle products are also available through ice cream trucks and restaurants.<sup>39</sup>

**Promotion:**



Source: <http://img38.imageshack.us/img38/7938/sobi.jpg>. Accessed February 28, 2014

Nestle ice cream is usually advertised as a promotion in local grocery store flyers.<sup>40</sup>

**USP:**  
The unique selling proposition for Nestle is that Nestle carries a large selection of sub-branded ice cream products (line extensions) that offers something for everyone.<sup>41</sup>

**Image and Reputation:**  
According to PMB, 3.5% of people in Canada eat Nestle Parlour ice cream and 2.8% of people in Canada eat Nestle Real Dairy ice cream.<sup>42</sup>

<sup>35</sup> Ice Cream & Frozen Treats. <http://products.nestle.ca/en/brands/ice-cream.aspx>. Accessed, 28 Feb. 2014.

<sup>36</sup> Products Nestle. <http://products.nestle.ca/en.aspx>. Accessed, 28 Feb. 2014.

<sup>37</sup> Walmart Nestle Ice Cream Search. <http://www.walmart.ca/search/Nestle%20ice%20cream/page-1>. Accessed, 28 Feb. 2014.

<sup>38</sup> Google Search- Where to buy Nestle. [http://www.google.ca/search?client=safari&rls=en&q=where+to+buy+nestle+ice+cream+products&ie=UTF-8&oe=UTF-8&gfe\\_rd=cr&ei=gykSU8qyCaWC8Qf-sYGQDA](http://www.google.ca/search?client=safari&rls=en&q=where+to+buy+nestle+ice+cream+products&ie=UTF-8&oe=UTF-8&gfe_rd=cr&ei=gykSU8qyCaWC8Qf-sYGQDA). Accessed, 28 Feb. 2014.

<sup>39</sup> Ibid

<sup>40</sup> Sobeys Flyer. <http://img38.imageshack.us/img38/7938/sobi.jpg>. Accessed, 28 Feb. 2014.

<sup>41</sup> Ice Cream & Frozen Treats. <http://products.nestle.ca/en/brands/ice-cream.aspx>. Accessed, 28 Feb. 2014.



Nestle has the image of being part of the consumer's good daily routine and has a slogan that supports this image: "Good Food, Good Life".<sup>43</sup>

Nestle has been around since 1866 and has grown ever since.<sup>44</sup> The company has built a reputation for being a company that offers quality products at reasonable prices.<sup>45</sup>

#### **Advertising Analysis:**

Nestle usually advertises as a promotion in flyers for local retailers.



Source: <https://www.youtube.com/watch?v=bAe8O3yY8Is>. Accessed on February 28, 2014

Nestle also uses National commercials to promote its new products. Nestle's 'Real Dairy' advertisement features a woman as she talks about the simplicity of Nestle ice cream to emphasize how natural the product is.<sup>46</sup> The advertisement takes place in her kitchen to represent her in everyday life.<sup>47</sup>

## **4. Target Analysis**

### **Demographics**

According to the brand specific PMB, the target audience demographics for **Breyers Double Churn** would be:

- 51.3% of Total **Breyers Double Churn** Ice Cream Users are male and 48.7% of Total **Breyers Double Church** Ice Cream Users are female. There is less than a

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<sup>42</sup> Print Measurement Bureau. Demographics - Ice Cream/Ice Milk/Sherbet and Frozen Yogurt: Brand(s) Hhld. Used/Past 30 Days. Based on 2012 Study. Accessed, 20 Feb. 2014.

<sup>43</sup> Nestle. <http://products.nestle.ca/en.aspx>. Accessed, 28 Feb. 2014.

<sup>44</sup> Nestle History. <http://www.nestle.com/aboutus/history>. Accessed, 28 Feb. 2014.

<sup>45</sup> Ibid

<sup>46</sup> Nestlé Real Dairy Ice Cream 2010 TV Spot-English. <https://www.youtube.com/watch?v=bAe8O3yY8Is>. Accessed, 28 Feb. 2014.

<sup>47</sup> Ibid

- 10% difference between genders. Therefore, gender does not play a role in the brand's target audience.<sup>48</sup>
- 29.4% of Total **Breyers Double Churn** Ice Cream Users are age 50-64.<sup>49</sup>
  - 36.2% of Total **Breyers Double Churn** Ice Cream Users have a household income of \$100M+.<sup>50</sup>
  - 60.6% of Total **Breyers Double Churn** Ice Cream Users live in a household size of 3+.<sup>51</sup>
  - 53% of Total **Breyers Double Churn** Ice Cream Users live in a household structure of couples living with children at home.<sup>52</sup>

### **Geographic**

According to the brand specific PMB, the target audience geographic for **Breyers Double Churn** target audience would be:

- 42.9% of Total **Breyers Double Churn** Ice Cream Users live in the province of Ontario.<sup>53</sup>
- 19.4% of Total **Breyers Double Churn** Ice Cream Users live in the city of Toronto.<sup>54</sup>
- 37.2% of Total **Breyers Double Churn** Ice Cream Users live in a community size of 100M-200M.<sup>55</sup>
- 76.2% of Total **Breyers Double Churn** Ice Cream Users live in a detached housing.<sup>56</sup>

### **Psychographics**

According to the psychographic PMB, the target audience psychographics for **Breyers Double Churn** would be:

- 64.14% of Total **Breyers Double Churn** Ice Cream Users have an attitude that "tend to buy based on quality, not price."<sup>57</sup>
- 51.75% of Total **Breyers Double Churn** Ice Cream Users have an attitude that "look at specials/flyers/newspaper inserts".<sup>58</sup>
- 53.15% of Total **Breyers Double Churn** Ice Cream Users have an attitude that "pay very close attention to nutritional content".<sup>59</sup>

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<sup>48</sup> Product PMB: Breyer's Double Churn EXCEL. Based on 2012 Study.

<sup>49</sup> Ibid

<sup>50</sup> Ibid

<sup>51</sup> Ibid

<sup>52</sup> Ibid

<sup>53</sup> Ibid

<sup>54</sup> Ibid

<sup>55</sup> Ibid

<sup>56</sup> Ibid

<sup>57</sup> PMB Readership and Product Database PDF

<sup>58</sup> Ibid

<sup>59</sup> Ibid

### **Buying Behaviour**

According to PMB, 31.58% of Total **Breyers Double Churn** Ice Cream Users are Medium Ice Cream Users that consume 1-2 litres per month.<sup>60</sup>

### **Overall Statement**

The ideal target customer for **Breyers Double Churn** would be:

- Adults Age 50-64
- Household income of \$100M+
- Household size of 3+
- Lives in Toronto, Ontario
- Has a detached house
- In a community size of 100M-2MM

The ideal target customer for **Breyers Double Churn** would have the following attitudes:

- “If you want quality you have to buy branded products”
- “Look at specials/flyers/newspaper inserts”
- “Pay very close attention to nutritional content”

### **5. Statement of Main Issue**

**Main threat:** In Canada, the family dynamic is rapidly changing. This includes the family structure and the growing, mature demographic of 50-64 year olds (i.e. Baby Boomers). A call to locally derived ingredients and societal marketing is recommended. The Canadian ice cream industry should consider adapting 100% Canadian Dairy for their milk- and cream-based products for the majority of competitors have already done this.

**Opportunity:** Repositioning and retargeting the brand is recommended to reflect the changing family dynamic and growing, mature demographic – Advertising campaigns to target Baby Boomer lifestyles that are active, luxurious, sophisticated, and contemporary that elevate the consumption of ice cream as a long-awaited experience, emphasizing the artisanal aspects of **Breyers Double Churn** Ice Cream. Minor changes in packaging are recommended to also reflect this repositioning and retargeting of the brand.

### **6. Conclusion**

#### **Advertising Objective:**

To attract new target markets, to encourage trial purchase, and to increase awareness and preference of **Breyers Double Churn** Ice Cream by 25% among 50-64 year old adults within 6 months.

To ensure a successful future advertising campaign, the agency recommends **Breyers** to reposition and retarget the brand toward a growing, mature demographic (i.e. Baby Boomers) and their lifestyles (active, indulgent, contemporary) and to redefine the USP of **Breyers Double Churn** Ice Cream to emphasize its artisanal attributes.

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<sup>60</sup> PMB Total Ice Cream Users. Based on 2012 Study.