

# Lizzy's Royal Ice Cream

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## METHODOLOGY

### Overview

Descriptive research was conducted over this project to understand the process and marketing strategies of ice cream manufacturers across the globe. As each research section focuses on different aspects significant to the development of a new brand, a multitude of sources were utilized to explain marketing and design decisions. All the sources combined provided solutions and allowed the development of this brand to empathize with its target market and demographic.

### Related Brands

Ben & Jerry's is a premium American ice cream brand that was taken global when Unilever purchased the brand in 2000. Using Ben & Jerry's as a related brand proved the success of the company and how their recognizable packaging design and secondary elements contributed to that success overall. Ben & Jerry's sells ice cream products in a variety of unique flavors and, as a brand, pride themselves on being an advocate for social justice and reform (Ben & Jerry's).

Jeni's ice cream is originally from Ohio. This American ice cream brand has grown exponentially around the United States as its eclectic branding and strong design choices have supported the super-premium ingredients and allergy inclusive products. Overall, Jeni's is a model ice cream brand for this market (Jeni's Splendid Ice Creams).

Jude's is an ice cream brand that is from the United Kingdom. Jude's prioritizes small business partnerships and is based out of Hampshire. As a smaller company that has made several attempts to grow, Jude's is found in niche areas of the United Kingdom and rarely on the shelves in grocery stores. This brand was a model brand for new ice creams entering the market in the United Kingdom, which is a task that had not been attempted since Unilever acquired Jude's biggest competitor, Ben & Jerry's (Jude's).

Blue Bell is one of the largest ice cream companies in the United States. This Texas company was chosen to represent the traditional creamery and their branding. Blue Bell's nostalgic design and connection to its audience made this brand a valuable source (Blue Bell).

Van Leeuwen is an ice cream shop based in New York and has created a name in the market among women between the ages of 20 and 35. This is due to its influential design and trend-following merchandise. Van Leeuwen presents the idea that ice cream CAN have a more specific audience, which is important in the age of wellness and social media (Van Leeuwen).

Cadbury was included as a source in the related brands case study because of their connection and establishment in the United Kingdom. As a brand that holds a royal warrant, Cadbury is one of the leading brands in the United Kingdom for products that contain dairy (Cadbury).

Halo Top is an American ice cream that focuses on consumers who are trying to choose a healthy alternative to traditional ice cream. Halo Top was included in this study to show the comparison between their design choices and others who are much more traditional (Halo Top).

Oatly is an alternative dairy brand that focuses on using oat milk in their products instead of cow milk. Because of their specialization in this category, Oatly sells their brand to not only dairy-free people, but also consumers who are vegan. Therefore, the design of Oatly follows this inventive yet environmentally sustainable design. Due to the unique categorization of this brand, I used Oatly as an example source for their “out of the box” website design (Oatly).

## Books and Texts

To understand the tools necessary for building a brand identity, the book *Creating a Brand Identity* by Catherine Slade-Brooking was analyzed for the tactics behind establishing brand recognition and personality (Slade-Brooking).

Charles Spence’s article, “On the psychological impact of food colour,” in *Flavour 4*, was used to talk about how interactions with color can affect intrinsic views of products branded in the same manner. Written by researcher and psychologist Charles Spence, this text follows data from studies done surrounding this idea (Spence).

Sean Adams’ book, *The Designer’s Dictionary of Colour*, describes the emotions and theories behind different shades of colors. This book was included as a source to provide evidence behind why certain colors are favored in the dairy market (Adams).

Similarly to *The Designer’s Dictionary of Colour*, Sean Adams also writes *The Designer’s Dictionary of Typography*. I used this book to describe the history and personalities of different typefaces and how they interact with their audiences. They describe the emotional connections each typeface reveals and compares their usage (Adams).

Based out of London, *Advertising* by Iain MacRury explains the definition and exploration of effective advertising. As Iain MacRury recounts successful advertising campaigns, he also writes about the importance of storytelling and brand positioning. Overall, this book was used as a source to explain the importance of consumer-to-product relationships alongside advertising (MacRury).

*Ogilvy On Advertising In The Digital Age* by Miles Young was used to emphasize the intentions of digital media and how utilizing these platforms can provide exponential growth in promotional sales. This book also emphasizes the importance of storytelling in content formulation. Therefore, advertising that captures the attention of audiences isn't the commercials with the most visually stunning video clips, but the ones that tell the stories that make the audience feel some emotional connection to the product (Young).

"Social media measurement" in *The Journal of Interactive Advertising* was used as a source to understand the importance of data responses to social media. This journal talks about how data can be used to improve a product or a brand through consumer feedback and engagement (Murdough).

The 2013 *Social Media Marketing Industry Report* by Stelzner was used to provide real statistics that give evidence to the importance of social media and its effect on users. This industry report proved how data can be a meaningful source for brands and businesses (Stelzner).

*Creative Strategies in Social Media Marketing*, a study performed by C. Ashley and T. Tuten, provided insight into defining branded content and its effect on user relationships. The overall study of this emphasized the ability to track consumer engagement and how it provides insights into a company's overall market presence. I used this source to describe the phenomenon of influencer impressions and how those can positively or negatively impact a brand's social presence (Ashley and Tuten).

Faarea Masud's article from the *BBC* recounting the incident with Kanye West and Adidas was used to describe the impact of negative influencer representation and how their words and actions can impact the brands they are connected to (Masud).

Sometimes, content platforms can adapt to utilize new features and styles of posts; therefore, being able to adapt is significant in a brand's media life. The article by Olivia Ormos for *Forbes* titled "Council Post: 11 Ways to Use Reels to Transform Your Instagram Presence" recounts Instagram's feature of adding Reels and how those can add relevant steps to a brand's media engagement (Ormo).

Jeni's is one of the most popular brands sold at Whole Foods. The article, "Inside Jeni's Splendid Ice Creams' Scrappy Climb to the Top," by Jenna Birch, describes how this ice cream brand, while popular, is not brand new. Therefore, this article talks about the rise of Jeni's and is helpful because it provides evidence and useful "what to dos" and "what not to dos" (Birch).

The "Purpose at Work: How Jeni's Ice Cream Builds an Impactful Culture around its People" article in *Forbes* by Simon Mainwaring was used to show how Jeni's was able to build a

brand that prioritized not only the quality of ingredients but also the values behind their brand. Which means providing a high-quality work experience for its employees. This provided evidence behind Jeni's business model (Mainwaring).

*The Business Journals* article by Dan Eaton titled "Here's What's Driving the Expansion of Jeni's Splendid Ice Creams" was used as a source to provide the pricing on Jeni's products in stores and how that price is related to their quality and brand (Eaton).

Megan Leonhardt's article titled "Meet the Woman Whose Name is on 2 Million Pints of Ice Cream" for *Make It* magazine was analyzed to understand the relationship Jeni's Ice Cream has with its founder and its unique founding story. The success of Jeni's is no question, and this article reflects on Jeni's success and impact on the ice cream market. It provides a comparison and walk-through of Jeni's revenue over the years and relates that to the overall market. Specifically, it writes about the success of "Scoop Shops," which is Jeni's ice cream shops where consumers can experience Jeni's in a more traditional setting (Leonhardt).

When investigating the royal family and how the monarchy plays a role in business, I used Qing Wang's article in the *Warwick Business School Journals* titled "Five Reasons Why the Queen is Good for UK Business." This article recounts the importance of the Queen and how the royal family influences business in the United Kingdom. I used this source to describe "Jude's" and how they were founded and produced in comparison to American brands. This source was valuable in providing context to how English brands are marketed, produced, and exported (Wang).

The *Certified B Corporation* records all the businesses that receive this recognition. Therefore, I researched the brands that have this award on the detail page of the *Certified B Corporation's* website to understand how a company meets the requirements. These pages talked about the declaration of becoming a B corporation and how that was important to smaller brands that prioritize quality as one of their main selling points (Certified B Corporation).

Jack Wright's "Freeze them out: Call for boycott of 'woke' US ice cream company Ben & Jerry's" for *Daily Mail* was used as evidence on how Ben & Jerry's political values have influenced their audience. This provided evidence about how companies can offend different groups and create controversy. Overall, this article spoke about how Ben & Jerry's actions caused a boycott of the company's products in-store and online (Wright).

Rachel Tashijan's "How Princess Diana Became a Fashion Icon" for *Vanity Fair* provided evidence of the impact the royal family has around the world. By using Princess Diana as an example, I used this source to explain the influential difference between the monarchy in

the United Kingdom and how the products and personas they embody can develop popularity for a specific product or style and have that influence audiences for decades to come (Tashijan).

Satyam Kantamneni created a playbook titled *User Experience Design: A Practical Playbook to Fuel Business Growth* to demonstrate the importance of human centered design. Creating experiences and interactions that attain user goals with effective and accessible language, instruction, and navigation. I used this source to explain how this phenomenon impacts all types of design, including ice cream brands. Exploring, interacting, and tasting the product are three different human experiences that should be important to designers (Kantamneni).

Jeff Johnson's *Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules* was utilized to explain how important human-centered design is in User Interface design. Whether it's an app or a website, digital interface designs should be easy to navigate and digest by all types of users. I used this source to explain why "overdesigning" websites can lead to a user selecting another brand because they are too confused and overwhelmed by the website design (Johnson).

Gary Indiana's article about Andy Warhol's soup cans was used as a source to demonstrate the impact of pop art and how it differed from other periods of art that preceded it. Through this book, Gary Indiana also explained the impact of Andy Warhol's soup can pieces and his contributions to pop art (Indiana).

Carol Diehl's book titled *Banksy: Completed* explains the fascination and impact Banksy dedicated to the city of London through his famous yet anonymous work. This work, which later sold for millions, is known for its advocacy towards social justice and overall attitude, which later turned into a signature style for Banksy. I used this source to explain the work of Banksy and his impact on British street art over time (Diehl).

Nike's "Find Your Greatness" campaign started in 2012 to create a meaningful emotional connection between the products and their potential consumers. This proved to be true when studying the success of this campaign as it gave Nike a more relatable and inclusive presence (Nike, 2012).

In 2012, Proctor & Gamble did a campaign that featured Olympic athletes thanking their parents for their dedication to their success. This campaign provided a story that moms are important and extremely accomplished, just like Olympic athletes. This campaign was recognizable and gave the audience an important connection to Proctor & Gamble's children's products (Proctor & Gamble, 2012).

## CASE STUDY OF ICE CREAM BRANDING

### Logomarks

“A logo brand mark or brand icon is a deceptively simple device. It employs a combination of shapes, colors, symbols, and sometimes letters or words in a simple design that symbolizes the values, quality and promise offered by the manufacturers of a product or service” (Slade-Brooking).

Logos embody the goal of the brand in a simple mark. They tell consumers a story about the company's values and personality. Throughout graphic design, logos can communicate a level of sincerity to a buyer that becomes familiar over time. Ice cream is no exception to this rule. By creating recognizable icons and marks, logos can reach audiences and grow their recognition of the brand. This is important because individuals as young as children can recognize logos in relation to their taste preferences (Elliot). Creative marketing tactics understand visual taste preferences and use this knowledge to allow a brand to stand out on the shelf—a logo is no exception to this. Looking across the international market at ice cream logos, it is very easy to point out three different categories these logos fit into. The categories are nostalgic logos, whimsical logos, and trendy logos.

### *Nostalgic Logos: Blue Bell and Ben & Jerry's*

First is the nostalgic logo. These are the brands that focus on individual history and storytelling. An example of this brand is Blue Bell ice cream. Blue Bell's logo design is representative of the brand's personal story. Blue Bell has been making ice cream for over one hundred years, and when visiting the company's webpage, the logo is the first thing a consumer sees. Blue Bell's logo has never been changed, instead it has only been slightly modified. So slight, loyal consumers of the brand wouldn't notice it. Logos like Blue Bell's are so thoroughly connected to the roots of the company that changing logos like Blue Bell to be modernized is somewhat criminal to its historic beginnings. Specifically looking at Blue Bell's logo, it is one of the few ice cream brands that feature an icon alongside their logotype. This century-old brand started as a dairy farm, so the icon is reflective of a dairy cow. The image reflected shows that point in history and has yet to change even as their best-selling product moved from butter to ice cream.



Another logo that falls into this category is Ben & Jerry's. Ben & Jerry's logo features a slab serif word mark in an arching banner. The logo relates to the company's personality and humble beginnings. The type chosen in this logo is representative of old Western typography and signage. Compared to Blue Bell, both logos give the audience a feeling of comfort and nostalgia. Therefore, like Blue Bell, small tweaks have been made to Ben & Jerry's logo, but not enough to completely lose the connection to the past as the brand progresses in the future. Even when the company was bought by the modernized global conglomerate Unilever, Ben & Jerry's original brand identity was unchanged.





### *Whimsical Logos: Wonka and Cadbury*

The second category is the whimsical logo. This logo is one that sparks imagination and reminds customers of a vibrant attitude that aligns with their brand's personality. A great example of a whimsical logo is Wonka. While Wonka may not exclusively be an ice cream company, it is full of sub-brands that are in the same flavor category (treats and sweets). Wonka's use of typography is comparable to styles seen in carnivals and circuses in the early 1900s. Carnivals and circuses are built on the idea of wonder and curiosity. Therefore, the typeface mixed with the rich purple of Wonka's logo contributes to the relationship between Wonka and child-like imagination.



Another company that has similar characteristics to Wonka is Cadbury. Cadbury's logo is just as swirly as Wonka and utilizes the same style. The swirls add an extra element of friendliness, and the egg shape of the contained logo relates to their most popular product, Cadbury Eggs. Similar to Wonka, Cadbury utilizes deep purple as their color, which is connected to the brand, inspiring imagination and wonder. The depth of color and ripples in the purple depict melted chocolate, which is smooth and looks representative of dreaminess.



### *Trendy Logos: Jeni's and Halo Top*

The last category is the trendy category. This category is filled with brands that are most likely newer and more modern. These are often brands that focus on the ingredients and have some sort of health benefit to them. One brand in this category is Halo Top. Halo Top is a brand that specializes in ice cream pints that are under 320 calories. Halo Top's logo shows their personality of being a modern yet high-quality brand. Their icon represents a scoop with wings that is complimented by a strong pairing of sans serif type. Beyond that, this logo is a badge style. This style started gaining popularity in 2010 as designs started to progress to where they are now. Several of these logos are featured in the Food and Drink logo book put together by United Kingdom designers to recognize great work (Dowling).



A second example of a trendy logo is the Jeni's Splendid Ice Cream logo. This logo is bouncy and curvy, which gives it a whimsical feel; however, the type seems a bit more youthful. The word mark has subtle qualities to it that show this youthful nature by exploring the terminals on both sides of the name and how the logo loops to make an "n" and the top of the "s." Logos like Halo Top's and Jeni's are different because they are much cleaner and designed for a younger audience. Halo Top specifically has a demographic of ice cream consumers who care about calories and sugar, while Jeni's is focused on high-quality ingredients and facilities.



## Color

### *Relationships with Color*

Color plays an extremely large role in the personality and overall quality of a brand. In fact, colors can convince an audience to try one brand over another. In several ways, colors can impact our decisions. If an audience has a negative relationship with a specific color, then there is a possibility of the audience preferring other brands in the same market. The same goes for the positive relationship with color. If a user has memories related to pink that are positive, they are more likely to have a positive relationship with a primarily pink brand. The subjectivity of color is why choosing the right brand colors is such an important decision in describing the attitude of a company.

### *Tasting Colors*

Beyond the attitude of color, the psychology of color is another obstacle when it comes to food brands. According to an article by Charles Spence for a research study done by the *Biomedical Central Journals*, “Color is the single most important product-intrinsic sensory cue when it comes to setting people’s expectations regarding the likely taste and flavor of food and drink” (Spence). In the food and beverage industry, this fact is one that has proved itself over and over. Our visionary senses are some of the body’s most powerful, as color can inspire the taste and smell of a particular item. For example, when consumers think or see a food object in purple, they tend to think of grape flavors, when they think of red, they think of strawberries, and yellows can be bananas. This effect is detailed as a conditioned psychological experience that differs depending on everyone’s individual flavor palette. Spence moves to say that “Under most everyday conditions, consumers have the opportunity to inspect food and drink visually before deciding on whether or not to buy or taste it” (Spence). The idea of color impacting taste can also affect the shelf life of a product. If poorly chosen, colors of packaging and branding can cause a consumer to have negative emotions and taste experiences from a product. Therefore, when considering color combinations, the foods related to each color chosen needs to be assessed for its popularity and sensory response.

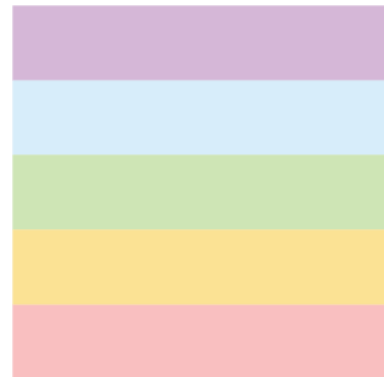
### *Brown versus Black*

Several ice cream brands, such as Haagen Daz, Edy's, and Magnum, utilize brown in their branding. According to The Designers Dictionary of Color, "The color brown is typically overused with branding related to 'organic' and 'sustainability'" (Adams). Brown is also not as heavy as black, so it makes a strong contrast color when used against lighter colors, but its effect is much softer. Brown is also associated with the flavor of chocolate, which is also associated with several ice cream brands.



### *Pastels*

Ice cream brands often utilize pastel colors in contrast with a heavy brown or black. Colors like yellow, blue, green, and pink are related to the product and its consistency. Like cream, these colors have a warm, light, buttery feel to them even though they aren't necessarily warm colors. Softer pastels give these brands the ability to relate color to feelings and flavors. Some brands that utilize these pastel colors are Talenti, Blue Bell, and Jeni's.



### *Golds/Metallics*

Gold and metallics are featured in a few brands for pops of special moments, such as Halo Top, Haagen Daz, Blue Bell, and Magnum. Halo Top uses gold as a primary color, and by doing so, this adds to their idea of being a "heavenly" ice cream. In the Designers Dictionary of Color, it states that gold can add elegance and richness. Therefore, these companies strive to deliver a luxury taste experience.

### *Typography*

While some companies differ from the norm, most ice cream brands utilize a playful typeface for headlines and logos mixed with a sans serif body text to contrast the playful attitude and add structure. Typography is representative of the audience because it is direct communication with a consumer. Typography delivers the information that explains the flavor and details behind a product and overall needs to have an attitude that conveys a feeling that relates to what it is stating. Not only this, but it needs to be legible, which is why so many

businesses partner a playful headline with a structured subhead and body text. A few examples of this style are Jeni's and Jude's ice creams. Both brands utilize a script-style logotype with a bouncy, geometric, sans-serif partner. For example, typefaces like Poppins and Brandon Grotesque partner well with both logos to add structure and legibility. Both typefaces have rounder forms, which make them friendlier and complimentary to the attitude of the brand. On the other end of the spectrum, Ben & Jerry's uses a slab serif typeface that carries the same personality as old western types such as Cooper Black and Clarendon. Occasionally pairing this typeface with a bouncy sans serif, Ben & Jerry's focuses more on the attitude of the typeface than its overall legibility.

### *Avenir*

Avenir was created to perfect and refine the typeface Futura. Therefore, its thoughtful geometric shape makes it much more legible than Futura. The double bowl for the lowercase "a" gives Avenir a faster reading rate than single bowl typefaces. Avenir's ascenders are shorter, making it complementary to typefaces with varying heights. According to the *Designer's Dictionary of Typography*, Avenir is warmer because of its subtle details. Therefore, it is commonly used in the food and beverage industry for its friendly attitude and legible focus.

## AVENIR

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

Lorem Ipsum ldlwef jifdosi fnklidah  
  **Lorem Ipsum ldlwef jifdosi fnklidah**

1 2 3 4 5 6 7 8 9 0

### *Gill Sans*

Gill Sans is a typeface that is influenced by the typeface for the London Underground. Eric Gill designed this typeface for use in advertisements. According to the *Designer's Dictionary of Typography*, Stanley Morrison commissioned Gill to make this typeface as competition against German geometric typefaces. Gill Sans is irregular and has a non-uniform shape to each letterform. Therefore, designers replaced Gill Sans with Helvetica in the 50s. Today, Gill Sans still holds some nostalgia and quaint traditionalism that designers still love.

## GILL SANS

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

Lorem Ipsum ldlwef jifdosi fnklidah  
  **Lorem Ipsum ldlwef jifdosi fnklidah**

1 2 3 4 5 6 7 8 9 0

### Cooper Black

Cooper Black was designed in 1921. According to the *Designer's Dictionary of Type*, Cooper Black was inspired by making old-style serif typefaces heavier. This type of letterform gained popularity between 1910 and 1920. However, this typeface has recently seen a resurgence in popularity as trends have developed to feature “vintage flavors.” Nicknamed a “soft serve serif typeface,” this typeface is playful and friendly. Instead of creating a personality of structure, it feels more free-form and organic.

### Cooper Black

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

Lorem Ipsum Idlweſ jifdosfdad  
 Lorem Ipsum Idlweſ jifdosfdad

**1 2 3 4 5 6 7 8 9 0**

### Clarendon

Clarendon is a typeface that the *Designer's Dictionary of Type* says first appeared in the Victorian Era in England. The popularity of this typeface is derived from early Egyptian typography. This specific slab serif was designed for large headlines and text sizes. By the 1920s, designers considered this typeface “old-fashioned,” but designers turned back to it in the 50s as a friendlier alternative to heavier bold typefaces like Helvetica and Futura. While Ben & Jerry's utilizes typefaces in this style, it is important to note that a large problem with this typeface is its clarity at smaller sizes. Clarendon doesn't have the ability to be legible in large quantities due to its details and small nuances. It has several imperfections in its form, and therefore, this typeface can be extremely successful in the right environment.

### CLARENDON

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

Lorem Ipsum Idlweſ jifdosi fnkldah  
 Lorem Ipsum Idlweſ jifdosi fnkldah

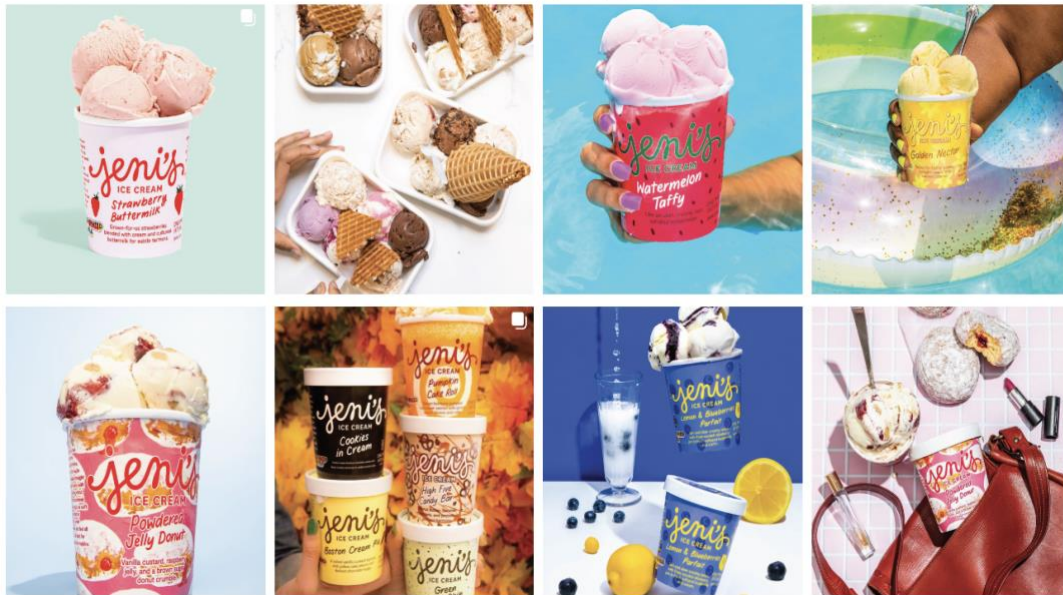
**1 2 3 4 5 6 7 8 9 0**

### Imagery

Photography is a large part of branding and marketing in the food and beverage industry. One of the most important jobs on a brand's marketing team is a talented food stylist. Food stylists traditionally work alongside design teams and photographers to make food appear more attractive on screen. With ice creams, this is no exception. Ice cream should always appear creamy, and their toppings need to compliment the flavor palette and add value to a photograph.

### Jeni's Ice Cream Imagery

For Jeni's, it's not always about the product by itself on a solid background, instead stylists put together sets with the product in different environments. This is smart because then the consumer craves not only Jeni's but a day by the pool.



### Jude's Ice Cream Imagery

On the other end, Jude's uses more product-based photography. Instead of exploring where and how Jude's can be enjoyed, Jude's sticks to solid backgrounds that feature the product. This isn't as successful because it's harder for a consumer to picture themselves with it.





### Ben & Jerry's Ice Cream Imagery

In the middle of these two brands is Ben & Jerry's. Ben & Jerry's does a large mix of product photography against solids while adding some environment. The strongest part about Ben & Jerry's in comparison to Jude's is how the brand successfully adds elements of the toppings and flavors to the set of the photograph. For example, the brownies and marshmallows invite the consumer to crave the flavor being sold.



## Secondary Design/Collateral Analysis

### *Ben & Jerry's Ice Cream*

Ben & Jerry's utilizes farm scenes in an illustrative style that is very consistent from product to product. The flat illustration style is recognizable across audiences as a part of Ben & Jerry's branding. This illustration is used throughout their packaging designs and promotional materials. For example, on different pint flavors, the title is written in the clouds of the farmland landscape. This creates a consistent design scheme that is used from pint to pint.

Another element Ben & Jerry's uses consistently is a mix of different styles of typefaces in the same space. By combining their slab-serif logotype with other typefaces filled with the same bouncy personality, Ben & Jerry's creates patterns and elements to describe flavors and initiatives.



### *Jeni's Ice Cream*

Jeni's utilizes each flavor to create illustrative patterns that are similar in style but make each flavor special. This is an extremely difficult thing to do because while each package doesn't have one consistent illustration like Ben & Jerry's, the overall design and placement of different icons and patterns allows each pint of Jeni's Ice Cream to be a part of the same design family. Proving the importance of a detail-oriented layout, Jeni's demonstrates that there are ways to surprise the viewer and keep a brand consistent yet relevant.



### *Blue Bell Ice Cream*

Blue Bell is like Ben & Jerry's because the brand also showcases dairy cow illustrations as a secondary design element. However, Blue Bell's attitude is exemplified through the silhouette style of the illustrations and their brand's color choices. For example, instead of utilizing vibrant colors like Ben & Jerry's, they use traditional ones, such as cream colors, neutral browns, and pastels, that complement their brand personality as a historic Texas-based brand. The tubs the ice cream comes in are all consistent in shape and color. The tops of them are gold, which is an elegant pop against the creams and neutrals. The typography on the ice cream tub itself is well-organized and highly legible.



## CASE STUDY OF ADVERTISING AND PROMOTIONS

### General Overview

The market is extremely saturated with ice cream brands that range from health-focused consumers to traditional consumers. One unique part of ice cream consumerism is the lack of boundaries regarding age and gender. Traditional ice creams, such as Blue Bell and Ben & Jerry's, focus on all ages and gender identities equally. This is a large factor in their advertising and promotional abilities because the company does not limit or specialize their marketing to specific people groups and instead creates generalizations about those groups overall.

There are some companies that take a more specific approach. Those companies are more likely to be health and ingredient-focused brands for consumers that purchase items with their overall makeup in mind. This group is more likely to shop at Whole Foods or natural grocery stores for their products. This phenomenon has increased dramatically as the social media trend of "wellness" took off during the COVID-19 pandemic. A company that benefited from this trend is Halo Top. Halo Top's primary selling point is how their ice cream pint is under 300 calories. Therefore, the brand is focused on an audience that is trying to lose or maintain their weight. Since ice cream is a high-calorie dessert, having this aspect of the brand narrows their target market in advertising.

Understanding audience preferences and a brand's target audience is important for advertising. Not only do they affect the personality of a product, but they transform the brand message. In a book all about the definition and use of advertising, Iain MacRury writes, "Advertising attempts to 'open products up' to consumers' needs, wants and desires. At the same time advertising intends to 'open consumers up' to products and their associated ideas and promises." (MacRury). Working hand in hand, advertising seeks to understand people groups that interact with the product and the product's goals.

### Story Telling in Advertising

Miles Young once said, "It is stories that attract. And our stories have to be as good as, or better than, other stories" (Young). Advertising was once simple product glamour shots and headlines that featured the product solving a problem or in its perfect glory. However, as the world has evolved, so has the cinematic and visual narratives of copywriting and concept in selling a product. Now more than ever, companies must challenge themselves to create stronger campaigns that pull at the heartstrings of users and connect with values and traditions. Beyond that, companies need to tell stories that are inclusive and promote diversity among their target market. By telling stories that show relatable, unglamorized moments, companies create

successful campaigns that leave audiences feeling like they can connect with what they are selling.

### *Nike*

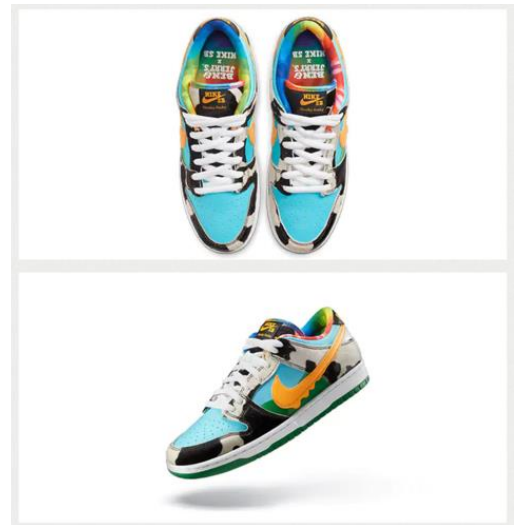
One company that strives to create connections with social values and emotions is Nike. Nike continually creates presentations and promotional materials for their products that aim to pull at the heartstrings of users. An example of these advertisements includes a commercial campaign that ran in 2012 called “Find Your Greatness” (Nike, 2012). This campaign was less of an advertisement for Nike and more of an inspirational video sponsored by Nike. In each clip, it showcases real people experiencing real emotions. Some of the series feature young aspiring athletes exercising or practicing their sport, while others feature people making a change in their lives to become a stronger and healthier version of themselves. Consumers relate to Nike’s campaign because the people in the commercials are not idealized. The voiceover copy makes the campaign personal for each viewer because it is an inspirational speech about pursuing one’s individual greatness. This tells a story that audiences connect with. Audiences now associate Nike as the sportswear brand that helps real people achieve real goals.

### *Proctor & Gamble*

Nike is not the only brand to take this approach. Also in 2012, Proctor & Gamble released a “Thank you Mom” campaign during the London Olympics. This campaign, like Nike, didn’t focus on the athletes themselves or the products but on the Olympians’ mothers and the ways their love and support contributed to their individual performance. The genius behind this campaign is that it wasn’t only a series of commercials to coincide with the campaign; it was also formatted for social media. Therefore opening a whole new audience to Proctor & Gamble’s products. The stories told influenced the comment sections of the videos to explode as mothers and athletes alike came together to celebrate each other. As a result, Proctor & Gamble’s sales and recognition received positive attention (Berkowitz).

## Brand Collaborations

Ben & Jerry's is a brand that thrives on its ability to collaborate with other brands and celebrities. This is an example of advertising because both brands and celebrities come together with Ben & Jerry's to create promotional moments that highlight both contributors. One of the most successful of these collaborations is Nike and Ben & Jerry's "Chunky Dunky" in 2020. This collaboration created noise for both Nike and Ben & Jerry's as sales rose in response to the partnership. Jeni's Ice Cream's partnership with Dolly Parton allowed the brand to reach a new fanbase by creating a limited-edition flavor in honor of the queen of country. Dolly Parton has a specific image that is very bubbly, outgoing, and full of Southern charm. Therefore, Strawberry Pretzel Pie matched Dolly's style.



## Social Media: Branded content can influence culture

### *Branded Content*

Social media provides additional touchpoints for users to interact with a brand throughout the day. By utilizing branded content, companies can grow their own consumer relationship and recognition. Beyond this, by providing regularly scheduled branded content, companies receive attention and overall impressions from users on products, which they can utilize to discover common themes in feedback (Murdough). According to the Social Media Report in 2013, 86% of marketers believed branded content was able to increase user recognition and brand relationships, therefore moving branded content for social media platforms to the forefront of marketing strategies in the digital age (Stelzner). Now, in 2022, those numbers have increased, pushing brands to utilize media to stay relevant.



### *What Does It Mean to Have a Following & How It Contributes to Jeni's Ice Cream.*

Social media is a large form of promotional media for the food and beverage industry. Interactions between consumers and products grow sales and create brand loyalty. Gaining a following is like forming an exclusive fan club. A strong example of this is Taylor Swift's

“Swifties.” Taylor Swift is not only a musical celebrity but is also one of a handful of celebrities to create a cult-like fan base. In fact, Taylor Swift has developed a group that are so invested in her that they have created thousands of fan accounts, argued with and unfriended people on social media who don’t like Taylor Swift, and held their own events. While Taylor Swift has evolved throughout her career, her fans are just as loyal. Their loyalty is unconditional, even if her music isn’t always revolutionary. Taylor Swift fans prove that it’s not always about the product. Instead, it’s about being a part of a group and fanbase. As social media has grown in popularity over time, so has Taylor Swift’s success. She has received an honorary doctorate degree from New York University, has the highest-grossing tour with her stadium concert series centered around her album, and is now the only artist in history to hold all top ten spots of the Billboard Music ranking at once with the same album.

Forming a loyal fan base and following to generate success carries over into business. In fact, Jeni’s Ice Cream and Van Leeuwen Ice Creams have utilized social media to create their own following, like Taylor Swift’s “Swifties.” Because of this following and our social media culture today, choosing Jeni’s or Van Leeuwen over other brands is viewed as trendy and more favorable in the eyes of the digital public. Choosing to eat or do something because of its social media popularity has grown as influencer culture has developed, thus establishing and promoting social hierarchy around the world.

### *Influencer Culture*

Another factor in social media is influencer culture. Today, audiences are persuaded to purchase items that are found on individual accounts with large followings. For example, the trend of “unboxings” and “hauls” for promotional packages has grown in popularity with applications such as Instagram and TikTok. This trend has grown so much that becoming an influencer who records these kinds of content is a career for some users. One individual known for this is Brooke Lynn Milne, who has half a million followers on TikTok and sponsorships with companies like Lululemon and Amazon to simply post unboxings and reviews of their products. To be featured on some individual accounts like Brooke Lynn’s is a way to filter into smaller influencer accounts and then funnel them into our own social media feeds. This idea is called influence impressions. Influence impressions are simply word-of-mouth communication through social content to promote engagement with brands (Ashley and Tuten). These impressions are shown to successfully funnel support into small businesses and large conglomerates, therefore showcasing both markets. One company that utilizes influencers well in ice cream markets is Halo Top. Halo Top has done several campaigns utilizing influencers by sending them boxes with new flavors for them to review on their own accounts. Halo Top has

generally a younger audience. By sharing their new health-conscious flavors with influencers who specialize in fitness and working with wellness brands, they are associating their brand with not only their own personality but that individual influencer.

Therefore, it is important to choose influencers who are strong representations of a brand. An example of an influencer scenario negatively affecting a brand is the 2022 scandal between Kanye West and Adidas. That year, Kanye West posted controversial and antisemitic content on his individual Twitter platform. This was not only bad for Kanye West, as he lost a large amount of following and support, but when Adidas was hesitant to end their partnership with West following this, the brand received harsh criticism. They also lost a large partnership that was successful prior, now resulting in a net loss of 217 million dollars (Masud).

## Social Media: Engaging the User

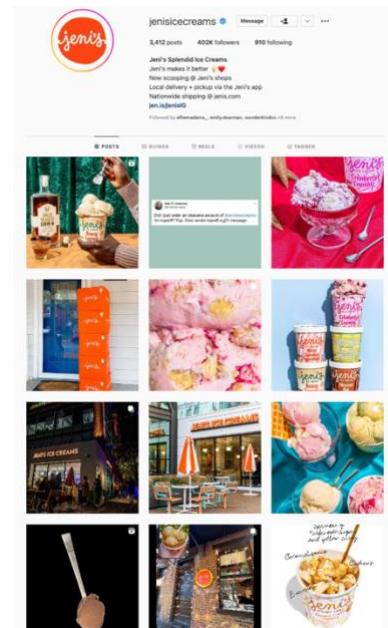
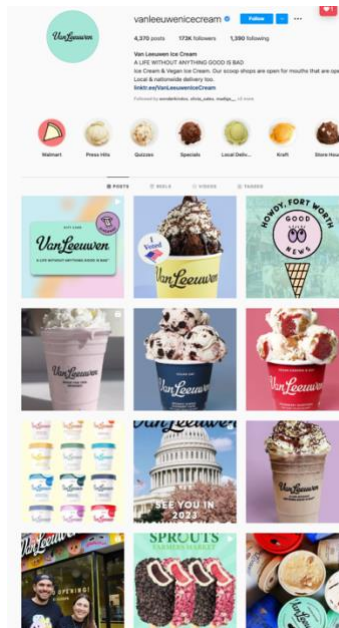
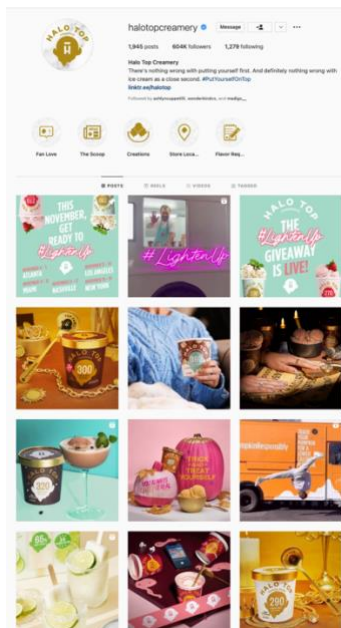
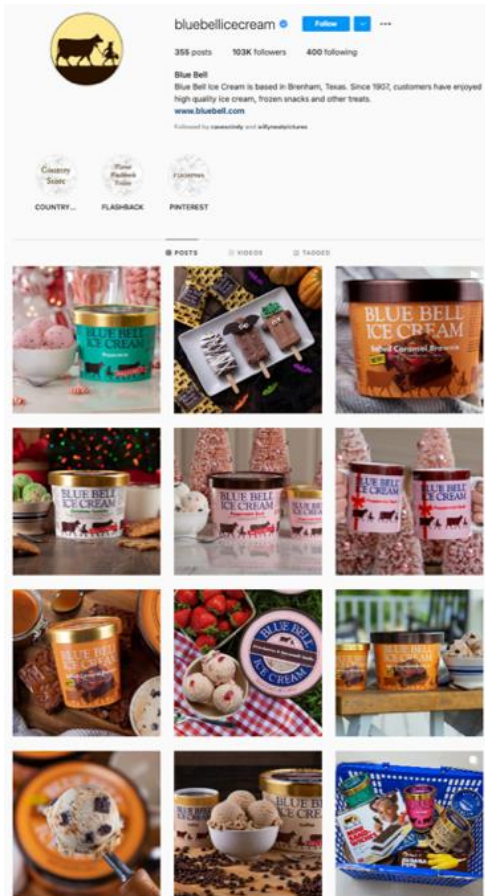
### *Including the User in Content*

One way to create a following is to increase engagement on social media. Brands can do this by asking users questions, presenting them with polls, going live to unveil new information, and connecting with users through comment sections, direct messages, and reposting their Instagram stories. This gives users the opportunity to directly interact with a brand.



### Utilizing All Platform Features to Display Information

One mistake brands make when sharing on social media is using the same glamour shot of the product over and over. A brand that commonly uses this tactic is Blue Bell. Blue Bell's social media is not exciting. Instead of using diverse content to pull users in, the product is always centered in a doctored environment. Blue Bell doesn't include their personality or content that highlights who they are as a business and instead relies on what their product does. In contrast, Halo Top, Van Leeuwen Ice Creams, and Jeni's takes their own content and adds a diverse set of campaigns to highlight the brand's personality and engage with users. These companies do this by adding video content to their social pages. Here, people are seen actively holding or trying the product. Their copywriting is also stronger and more relatable to their audiences as they make references to pop culture and encourage people to comment and engage with their posts.



### *Understanding Adaptations*

As technology develops, so does the ability to utilize social media trends and features. A successful team of content creators and designers keep up with these enhancements as their platform's success depends on it. For example, Instagram rolled out a new feature called "reels" where profiles can post short videos using songs and clips that are popular. This feature is very similar to TikTok's main platform and feed. The reason utilizing this feature was important when it was released in 2021 was because Instagram was prioritizing the use of reels instead of traditional carousels. So, profiles that use reels and video content were more likely to get engagement on the explore page than ones that didn't adapt to this new feature (Ormos).

## Print Advertising

### *Signage and Promotions*

There are a few companies in the United Kingdom that create print advertisements and campaigns within storefronts and heavily trafficked areas. One ice cream brand that does this well is Jude's Ice Cream. Jude's takes the time to place stands, flyers, posters, and fold at locations where the ice cream is sold. This works well for this brand since it is not sold in most British supermarkets. Instead, Jude's is sold at coffee shops and some tourist sites around the United Kingdom. Signage used in these advertisements promotes that the product is available. It relies on the user seeing the ice cream pint glamour shot and recognizing that they want what is inside. This tactic works in some cases, but the lack of clever copy and concepting weakens the audience's ability to remember the brand.

### *Magazine Print Advertisements*

For their campaign for the new "core" ice creams, Ben & Jerry's created these advertisements that rely heavily on the brand's imagery and illustrations. The advertisements are recognizable as a Ben & Jerry's piece even if the logo was removed because it is heavily branded. If I were to see this in a magazine, it would not make me personally crave ice cream. The illustration style is flat, yet the spoon has so much detail in the way the light is reflected.



Overall, the visual design could benefit from being more refined and cohesive. The body copy and headline are direct and straightforward, which is successful but could connect in a stronger way. The audience is left questioning whether they need a spoon to “join the core” or just to try the new flavors.

Jeni’s Ice Cream proceeded to do a campaign focused on wrecking New Year’s resolutions. This lighthearted campaign was clever and surprisingly simple. The campaign may have been slightly stronger with a more detailed visual to match the copy; however as a brand, Jeni’s keeps their visuals relatively simple and the product as the hero. Therefore, their advertising tactics follow a similar set of brand standards. One issue ice cream brands like Jeni’s have to be cautious of is using fatphobic language and referring to controversial feelings regarding the relationship between calories and body image. To avoid this, brands generally stay away from making comments like the headline Jeni’s used for this campaign about breaking New Year’s resolutions because it suggests that fat loss and paying attention to calories is a part of “bathing suit season.” Some audiences may find this language and the use of promotional material offensive. Thus, as advertising agencies strive to create inclusive environments, understanding the ethical reasons some headlines have and how they may affect some groups is important when writing clever copy.



## CASE STUDY OF BUSINESS MODELS

### Overall Consumerism

While each business may have slightly different goals, approaches, and systems, there are quite a few things they have in common. Throughout this section, I will be focusing on three businesses: Jeni's, Jude's, and Ben & Jerry's. Each one of these brands differs in size; however, where they sell their product is the same. These brands are all available in supermarkets and sold online with a variety of selection in flavors. The pricing for all three increases between online and in-store but being able to find options that deliver straight to a consumer's doorstep is a popular preference, especially if their favorite flavor is not in stock.

Beyond the supermarket and online storefront, each one of these brands has differing levels of in-person storefronts available for consumers to visit as well. Jeni's and Ben & Jerry's both have an extension of the brand to storefronts where they sell merchandise and ice cream scoops in cups, waffle cones, sundaes, and shakes. Jude's has an ice cream truck that drives around larger cities in the United Kingdom, such as Glasgow and London, which operates like these storefronts and offers similar options. However, for all these companies, there is a limited number of flavors available at the physical stores.

### Jeni's Splendid Ice Creams

#### *Company Overview*

Jeni Britton Baeur dropped out of art school to follow her dreams of making ice cream in 1996. From here, Baeur started the brand "Scream" in Columbus, Ohio by sourcing money from family and friends and utilizing local dairy farms. After a few years, Baeur renamed the brand after herself and was able to expand to eventually have forty-five storefronts across the United States (Birch). According to an article in Forbes Magazine, "In today's crowded business environment it's critical to distinguish yourself from the competition. While delivering quality products will always be important, consumers are also looking to support brands that stand for causes they believe in" (Mainwaring). As I studied Jeni's business model, I learned that Jeni's is the perfect example of a brand that prioritizes their employees and consumers. To Jeni's, a consumer is more than just someone who pays for the product; instead, they are careful to grow a relationship with everyone that connects to the brand.

#### *Big Idea*

Jeni's "Big Idea" is to create better ice cream. Through careful ingredient selection and unique flavors, Jeni's wants to set a new standard for other ice cream brands and to create their own standard. They also strive to create flavors that are unique and accommodating for those

with allergies. For example, Jeni's prioritizes making most ice creams with a Philadelphia (or American) style—which means they are eggless and free of preservatives. With Jeni's, individuals know they are getting a fresh quality treat (Jeni's website).

### *Demographic*

Jeni's is focused on the wholistic ice cream enthusiast, which means their demographic is focused on natural and organic ingredients. As an overview, ice cream doesn't have an age limit; however, Jeni's does pull a large majority of females between the ages of 16 and 25. The reason for this is because Jeni's has a large social media presence, and their promotional marketing to female social media celebrities makes this a popular product among the young female audience. In comparison to other brands on American supermarket shelves, there is only one other brand that does something similar: Halo Top. While this may be a large part of Jeni's demographic focus, it is not their complete audience. Jeni's does an efficient and thorough job analyzing their own market. Therefore, while they are popular with a specific young female group, they don't have a true age limit to their demographic.

### *Mission Statement*

Jeni's website introduces itself by saying, "We are a creative-led, community-spirited company on a mission to make better ice creams and bring people together." This statement, while generic, says quite a bit about the company's priorities. The priority of Jeni's is to create ice cream that is better all around, not just in taste. In fact, Jeni's, at its core, is a premium Philadelphia-style (also known as American Style) ice cream. This means that Jeni's does not contain any eggs or yolks, instead the creamy richness comes from high-quality dairy. Without the eggs, the freshness of the ingredients in each flavor shines through. This ice cream originates from the United States in Ohio and is currently sold exclusively in American markets. Founder Britton Bauer created this brand in support of not sacrificing taste for higher-quality ingredients. In fact, each flavor is curated to have the correct combination and individually constructed to match each flavor palette (Birch). The next priority of Jeni's in their mission statement is to bring people together. Jeni's strives to be a company that unifies people around a common goal. To do so, they maintain a high moral standard as a company that eventually led them to become a B-Corp.

### *Becoming a B-Corp*

Becoming a B-Corp as a brand means that a business is meeting exemplary standards of work practice ranging from transparency in employee benefits to charitable giving. Jeni's founder Britton Bauer states in a Forbes article, "We have high integrity. We would never say

something is grass pastured if it wasn't. But people who copy your business model and try to make it look like you may not have that same integrity. The B-Corp status allowed us to put a stamp on it. We went through the audit process to say that we are paying a living wage” (Mainwaring). Being a B-Corp is extremely reflective of Jeni’s second priority, which is to bring people together under a common goal. What was most interesting about Jeni’s being a B-Corp is that they don’t include this in their marketing tactics because the company thinks it clashes with the idea of serving pure deliciousness. To Jeni’s, it is important to prove first that their ice cream is top tier and then that their people are right there with it.

### *Supermarket and Online Sales*

The pints are available on shelves throughout supermarkets from Whole Foods all the way to Tom Thumb. The Jeni’s website also lists Super Target and Publix as nationwide distributors of Jeni’s ice cream pints. Publix even has an exclusive distribution of one rotating seasonal flavor that no other grocery store has. Across the United States, thirty-two flavors are available for shipment year-round. Four of these flavors are dairy-free—which gives Jeni’s another market to participate in. Each pint is sold online at twelve dollars per pint and varies in stores anywhere between six to eight dollars (Eaton). This price point pulls Jeni’s into an upper-class market.

### *“Scoop Shops”*

Jeni’s has forty-five storefronts across the United States that consumers can visit to experience Jeni’s in a different format. This is a great option for trying multiple flavors at once and giving users the opportunity to connect with the brand in a new space. The “Scoop Shops” have become extremely popular in cities such as Nashville, Tennessee. Having this storefront has helped Jeni’s raise recognition and create experiences out of the product. Experiences are important because they can give consumers memories of how it felt to be in the store and with the product. Storefronts have the ability to grow relationships between employees and consumers and can generate revenue for the brand as relationships can develop into brand loyalty. In 2019, these shops sold over 4 million scoops and helped Jeni’s generate over 42 million dollars in revenue (Leonhardt).

## Jude's Ice Cream

### *Company Overview*

Founded by Theo Mezger in 2002, Jude's Ice Cream is a United Kingdom brand started from a small barn in Hampshire. By combining efforts of local farms with chemists and chefs, Jude's has a variety of flavors like larger names, such as Ben & Jerry's. However, Jude's follows a similar conduct to Jeni's by sourcing local dairy farms. Jude's Ice Cream states that "To craft brilliant ice cream you need brilliant people. They're the most important ingredient" (Jude's website). Therefore, Jude's is very similar to Jeni's. Not only are the names very similar, but they hold a large emphasis on community and creating ice creams with fresh ingredients.

### *Big Idea*

"Better Ice Cream. Better planet." This is the big idea of Jude's ice cream. Jude's always operates on the priority of local business. Therefore, instead of prioritizing selling Jude's at supermarkets, Jude's is found in their own ice cream chest at various coffee shops and monuments around the United Kingdom. While they can be found at some supermarkets, their supply is limited to keep priority on smaller businesses. Jude's fully believes that this big idea is the center of their company. Therefore, they use this to sell not only their ice cream but to sell their affection to consumers who care about the same ethical and moral standards their company strives to provide.

### *Demographic*

Similar to Jeni's Ice Cream, Jude's has a large range of audience. Jude's is not restricted to gender or age. In fact, this brand has an undefined demographic as it sells to a variety of customers across the United Kingdom. The one factor that is in this brand over others is how politics in the United Kingdom affects their business. For example, the monarchy in the United Kingdom is valued at 67 billion pounds and holds the spot as one of the United Kingdom's biggest treasures (Wang). The value of the monarchy will be discussed later in this section; however, due to the monarchy's effect on businesses, it is important for brands to understand how their relationship with the monarchy can positively or negatively impact their audience.

### *Mission Statement*

Jude's mission statement is much deeper than ice cream. They pledge to "Bring life to people and the planet" (Jude's website). They follow this mission by prioritizing safety and working conditions for their employees, valuing their impact on communities, and only working with suppliers who hold the same values and standards as they do. Jude's also prioritizes their



environmental impact by focusing on goals that provide renewable resources and recycling packaging (Timmons). At the heart of Jude's is the customer. Therefore, they focus on how their decisions and ingredients can affect the real consumer. Jude's is extremely open about their production and impacts on the environment. Therefore, they provide an impact report that website visitors can visit and download to read the fine print for themselves (Jude's website).

### *Becoming a B-Corp*

Alongside Jeni's, Jude's is also a B-Corp. For the company, being a B-Corp is important because they believe that businesses should benefit all people and communities. This aligns with Jude's mission statement as they strive to educate others on what this means for their own company. Overall, the company has donated 250,000 pounds to charity and continues to celebrate people who do incredible work (Certified B Corporation).

### *Supermarket and Online Sales*

In stores, one tub of Jude's Ice Cream costs around 4.50 pounds which is equivalent to 5 dollars and 30 cents in the United States. This makes their ice cream a reasonable price in comparison to companies such as Jeni's. This is surprising for the brand because of how much smaller their production is and how they can find a profit within this lower price point. Overall, as a brand that prioritizes local farms and fresh ingredients, the ability to keep the ice cream at this cost is impressive. The cost of living in cities like London is much higher than cities in the countryside, such as Cotswold, Kent, or Whales. Therefore, being able to create a standard across all cities that differ so much in population reflects the brand's mission and how their focus is on all their consumers. From the website, however, consumers can only purchase boxes of 6 at once, which costs approximately 68.50 pounds, which is 81.17 dollars.

## **Ben & Jerry's**

### *Company Overview*

In 1978, Ben Cohen and Jerry Greenfield opened their ice cream brand in a renovated gas station in Vermont. When looking at their story, it is like the two above, starting small and then growing quickly into who they are today. However, Ben & Jerry's didn't grow quickly due to having well-designed packaging or aesthetic scoop shops; instead, Ben & Jerry's grew because of their decadent flavors and thoughtful business moves.

### *Big Idea*

The big idea behind Ben & Jerry's business model is that "Linked prosperity defines our success" (Ben & Jerry's website). That's why there is no surprise that Ben & Jerry's supports a

diverse range of businesses through their suppliers. Ben & Jerry's is focused on social movements and making ethical decisions as a company. Similar to Jude's and Jeni's, Ben & Jerry's strives to make the environment cleaner. In fact, they are one of the largest voices supporting their opinions on climate change (Wright). Linked hand-in-hand with their ice cream are causes that Ben & Jerry's chooses to support which is in line with their mission statement and overall values.

### *Demographic*

Just like Jude's, Ben & Jerry's does not have a strict demographic. However, they are a much larger company; therefore, they have representation and audiences all around the world. In response to this, Ben & Jerry's must adjust their materials, flavors, and deliverables to be understanding of cultures if they expect to survive in that area. This is something Ben & Jerry's is not very good at. There are many opportunities to create custom flavors for different countries or to celebrate the cultures that they are entering into; however, their flavors and product don't adapt, instead they stay stationary.

### *Mission Statement*

Ben & Jerry's mission statement is "We believe that ice cream can change the world." This mission statement, while extremely positive in theory, is controversial due to the product's actual function. Since its beginning, Ben & Jerry's has been strongly criticized for their mission statement as some find it insensitive and highly political. For example, in an article written by Daily Mail, Ben & Jerry's is hypocritical in the actions they make as a company. The article states, "Ben & Jerry's, which likes to preach about racial and climate justice, LGBT equality and democracy, has been slammed for going on a 'ridiculous rant' by social media users who denounced the ice cream maker's 'woke hypocrisy'" (Wright). To make matters worse, Ben & Jerry's was founded by a company that made statements about supporting small businesses and hating on monopolies. However, in 2000, Ben & Jerry's was sold to Unilever—an international conglomerate that has several ice cream brands underneath them.

### *Relationship with Unilever*

Ben & Jerry's is an American brand—but it is now parented by a UK-based yet global company, Unilever. Therefore, it is available in the UK and several European countries. Unilever is one of the world's largest consumer goods companies, and by adding Ben & Jerry's, they have ownership over most of the most popular ice creams in the United Kingdom.

### *Becoming a B-Corp*

Ben and Jerry's is also a certified B-Corp. On their website, they state, "A quarter-century after pioneering the socially responsible business movement, Ben & Jerry's is happy to announce it is the first wholly owned subsidiary to gain B-Corp Certification. B-Corps are a new type of corporation which uses the power of business to solve social and environmental problems" (Ben & Jerry's website). This claim exclaims that Ben & Jerry's goal of being a business that attempts to make the world better is recognized by this achievement. Therefore, while they make controversial statements, they are given achievements that match some of their goals.

### *Supermarket and Online Sales*

When looking at Ben & Jerry's pricing, I noticed that they sell their pints for roughly the same price from country to country. One pint costs 3.50 pounds, which is around 4.30 dollars in the United States. This price is much lower than Jeni's and Jude's, therefore making Ben & Jerry's the most affordable ice cream of the three. Another factor that is different about Ben & Jerry's is that you cannot order the flavor directly from their website, instead you are sent to secondary delivery services to have the product brought to you.

## Starting a Business in the United Kingdom

### *What Is the Role of the Monarchy?*

While capitalism exists in both the United Kingdom and the United States, the difference in government between these two countries provides different business opportunities. It is significant to understand these opportunities when creating an exclusively British brand. The United Kingdom's government has two different systems in place: monarchy and democracy. The monarchy is one of the oldest in the world and traces back to the Anglo-Saxon period in medieval history. However, the monarchy doesn't rule the people. Instead, there are positions in parliament that work with creating and enforcing legislation. In fact, one key truth about the United Kingdom is that even though they have a monarchy, their monarch has no real power. Therefore, they have no opinion on policies, they are neutral in all political debates, and their role is to be a complete representative Head of State. Having this representative figurehead gives the nation a face to rely on and support.

### *Parliament and the Prime Minister*

To lead alongside the monarchy is the Prime Minister, who oversees as the Head of Government. This position, in contrast to the monarch, makes decisions for policies and war.

While technically the monarch is above the Prime Minister, the monarch would only exercise their power over the Prime Minister in emergency situations. The Prime Minister and his cabinet are also a part of the house of Parliament. Parliament is democratically elected by the public. Therefore, while the United Kingdom has a constitutional monarchy, the ability to make and pass legislation relies entirely on Parliament and, therefore, the people.

### *The Royal Family*

The Royal Family, however, does offer some opportunities to businesses. The Royal Family represents ultimate grace, intelligence, and prestige. These individuals follow strict codes of conduct, and their day-to-day life is planned within eighteen months prior. They are the most symbolic people in the United Kingdom and represent patriotism in relation to the nation. The Royal Family has a large role of influence in business through institutions like the Royal Warrant and their ambassadorship to different brands (Wang). One example of this influence is the fashion of the late Princess Diana. Princess Diana was known as the “people’s princess,” and her connection to the crown and the way she dressed made her one of the most fashionable British celebrities. If Diana was seen wearing a sweatshirt from Valentino, so was her fanbase. However, while Diana was famous, she was not a celebrity. She was in a position of powerful influence as a Princess and served as a figure of grace and stability through the monarchy. She carried this image until her and Prince Charles’s divorce and her tragic death, which was one of the most pivotal moments in modern British history. This moment proved the importance of public opinion, and since then, the monarchy has prioritized its connection with whom it serves through the crown in a relational way (Tashjian). Therefore, they have done more partnerships with brands they support and have been photographed enjoying ordinary activities, such as enjoying a pint of ice cream.

### *The Royal Warrant*

The Royal Warrant offers more support to brands as a declaration that allows a company or individual to display the royal arms in connection with its business. It is issued for up to 5 years to recognize them for regularly supplying goods or services to the royal family. Every five years, businesses are re-evaluated to ensure they maintain a crown-worthy quality. Companies use this warrant as a tool in advertising because it can provide a connection to the Royal fanbase, recognition of a product, and credibility of quality. There are currently 800 companies that can display the royal arms. Some examples of these are Heinz Ketchup and Cadbury. Companies can display the royal arms that associate with their “granter” along with a legend that details what the warrant was for. For example, Cadbury has a warrant gifted to them from

Queen Elizabeth II for their chocolate products. Having this distinction is an honor and proof of high-quality business and work (Wang).

Through research of the Royal Warrant website, it shows that there are only dairy farms with the warrant and no ice cream companies. This is not a coincidence. The monarchy is a figurehead representation; the Queen does not have a public opinion or the right to vote. Thus, products that are sealed with the royal arms must not have political connections or voice those opinions. In the United Kingdom, the most popular ice cream brand is Ben & Jerry's. After researching Ben & Jerry's business model, Ben & Jerry's advocates for marginalized individuals and oppressed groups. The brand's connection to politics doesn't allow for it to display the royal arms. Therefore, a new brand has an opportunity to use the Royal Warrant as a marketing position to compete against Ben & Jerry's for market leadership in the United Kingdom.

## CASE STUDY OF PACKAGING AND SUSTAINABILITY

### Overview

Arguably, the largest amount of production needed for design in this market is packaging. According to a study done for the 80th edition of the Journal of Business Research, “Product and package design play important functions such as ‘attention-grabbing,’ categorization and communication of aesthetic, symbolic and functional information” (Melika; Ismir; Zenel; Tomaz). The impact packaging has on the customer in supermarkets is simple; when looking at the shelves, a customer is more likely to pick up packages that are unique and innovative in comparison to other brands that recede or convey similar personalities. Therefore, when designing a new brand, determining a way to understand the market and what exists is important for disrupting it and creating a new standout item.

### Ice Cream Pint Design

Every ice cream container typically looks the same on the shelf when assessing their general shape. Each package is cylindrical and features a similar placement of elements around



the package. For example, ice cream packages have a large logo in the center and a similar organization of descriptive typography and secondary elements. Some brands such as Noosa, Ben & Jerry’s, and Alden’s have an image of the ice cream scoop on the package itself, while brands such as Jeni’s, Jude’s, and Van Leeuwen use colors and secondary elements to describe what is inside each pint.

### Jeni's Package Design



Jeni's Ice Cream features a dynamic use of color and imagery; however, Jeni's keeps the logo and overall placement of the design consistent to create continuity and help guide the customer through their extensive flavor selection. For each specialty flavor, the pint features similar styles of different watercolor illustrations to describe the contents inside of each pint. Original flavors, however, don't utilize this illustration style and instead use solid colors and smaller secondary elements. Looking at both the Maple-Soaked Pancakes and the Green Mint Chip, the customer can recognize they are in the same brand due to the scale of the logo and the similar placements of typography; however, the illustrations and colors set each flavor apart. The other factor that plays into Jeni's packaging design is how each pint has colors that correspond to the flavor profile of the pint and not the color scheme of Jeni's. The colors all fit together in a set, but each flavor has the freedom to have its own brand underneath the overall brand. In an online packaging publication titled *The Dieline*, writer Natalie Mouradian recounts some of the founder Jeni Bauer's blog posts and shares her words that state,

"The instant you see our pints through a freezer, you should know it was made by Jeni's and a little bit about what's inside. Because let's face it, what's inside is still the most important thing" (Mouradian). This philosophy gives the brand the ability to showcase a storyline about each flavor and more real estate to design packaging that highlights each.

### Van Leeuwen's Package Design

In 2022, Pentagram, a famous agency based out of London, created a new identity for Van Leeuwen that helped expand sales by fifty percent in only a few months. Pentagram describes their packaging choices in the case study on their website and state, "The distinctive use of color helps customers quickly identify flavors and differentiate between the regular and vegan lines from other ice cream brands. And perhaps most importantly, the packaging looks

delicious: Like the ice cream, the colors are rich and luscious, and the pints practically demand to be Instagrammed” (Pentagram). The success of this package design was not only replicated by its sales but also the traction Van Leeuwen received on Instagram, and as a result catapulted the brand into a national leader—especially in their vegan-friendly selections.



The use of their logo and complimentary colors makes this package minimal but eye-catching. Instead of adding bells and whistles of illustrations and secondary elements, Van Leeuwen keeps their packaging clean and relies on thoughtful design choices to speak for themselves. This approach is successful as the large logo stands out on the shelf and demands attention from grocery shoppers in the freezer aisle. The use of color drives Van Leeuwen’s success. Each color coordinates with each flavor, and the creamy pastels make the packaging look delicious and dreamlike.

## Shipping Boxes

### *Jeni’s Ice Cream*

Beyond the pint, Jeni’s Ice Cream pursues the ability to ship ice cream nationwide straight to the doorstep. By utilizing dry ice and Styrofoam inserts, Jeni’s puts their ice cream to the test when loading them into freezer boxes to keep them creamy and delicious until they arrive at their destination. According to Jeni’s website, it gets colder inside the box than it does in a traditional freezer (Jeni’s Splendid Ice Creams). This adds a competitive edge to Jeni’s. Jeni’s is a smaller brand, therefore, it’s not as easy to purchase a Jeni’s pint in a specific flavor in-store. By offering shipping from their manufacturers, they are guaranteeing their consumer the ability to enjoy their favorite flavors at any time of the year. The downfall of this is the price of each pint increases exponentially to twelve dollars a pint plus shipping fees when purchasing



the pints online. It also requires that the consumer purchases at least five pints to be eligible to ship. Another issue is that it takes Jeni's about a month to get the order to the consumer. This hinders several consumers from ordering Jeni's because of the price and the wait time for the ice cream.



## Sustainable Resources

The food and beverage industry is the largest contributor to ecological waste, therefore, with the conversation and mission of package design, it is important for the designer to consider the impact the materials have on the environment. Most importantly for ice cream projects, maintaining integrity and providing only essential contributions to the manufacturing of this package is essential to maintaining a high standard of ethical business decisions.

### *Ben & Jerry's*

Within Ben & Jerry's mission statement is their goal to change the world through ice cream. One way Ben & Jerry's does this is by setting goals for their company to meet regarding sustainability. By 2025, Ben & Jerry's is pledging to be completely free of petroleum-based plastic, thus making their ice cream completely recyclable, compostable, or reusable (Ben & Jerry's). Ben & Jerry's is just one example of a brand that has this goal. Other brands in this market who are also tackling the plastic-free path are Jeni's, Haagen-Dazs, and Talenti Gelatos.

### *Nespresso*

One company that handles sustainability and responsible environmental decisions is Nespresso. Nespresso is a company that competes with brands such as Cuisinart and Keurig to create an "at-home" coffee experience that is just as delicious as boutique coffee shops. Part of

owning a Nespresso is ordering the coffee pods that the machines use to make single-serve coffees. After three years of development, Nespresso has unveiled their new compostable Nespresso pods, which perfectly complement their 80% aluminum pods. The compostable pods are now an option for consumers who utilize composts to choose when ordering pods for their Nespresso coffee machines (Jonsson). This new development is a way to prove that brands can create an alternative way of utilizing materials without sacrificing quality. Also, proving that brands can offer consumers different directions to help provide solutions for a more eco-friendly shipping experience.

## CASE STUDY OF ARTIFICIAL INTELLIGENCE

### Man vs. Machine

The debate of machine creativity in comparison to human creativity is ongoing, and in today's climate, more necessary as graphic designers start to utilize this machinery and mold it into their overall design process. These programs, relatively simple in overall usage, lack the skills that trained creatives practice. Specifically, artificial intelligence programs lack the ability to understand where it is appropriate to display certain elements. They also can lack purpose and cause designers to "overdesign" a deliverable. For example, using secondary design elements because they "look cool" and not because they strengthen the display of information. The ability to utilize these programs does speed up the design process and can be helpful for a designer to utilize in the appropriate manner. Ezgi Karaata, a faculty member of art and design in Istanbul, Turkey, describes AI as a system that does not replace the creativity of an art director but can replace what a graphic design operator in Photoshop and Illustrator can do (Karaata, page 187). Therefore, instead of artificial intelligence being a replacement of a designer, it slightly adjusts the process and enhances the ability to produce work at a more precise and faster pace.

### Copyright

Beyond the debate of creativity is the debate for ownership over work that is produced by artificial intelligence. In the 2019 issue of the Florida Law Review, Victor Palace questioned this debate by stating, "When a machine learns, thinks, and acts without human input, and it creates a work, what person should own the copyright, if any?" (Palace, 217). When studying copyrights and how the work is determined, Victor Palace split the argument into three different approaches to copyright law. First, he states that the copyright belongs to the artificial intelligence program. This suggests that artificial intelligence completely holds the right to determine where their work is displayed. However, this approach is flawed because machines don't have the ability to determine how their own work is used and produced. Second, Palace argues the approach for the user or "prompter" to have complete copyright. This is also flawed because it suggests that the user created the work solely and independently, and therefore, has the right to determine its usage. Finally, the approach that several artificial intelligence companies have followed is that work enters the public domain upon creation. This allows the usage of artificial intelligence imagery and work. However, there is a large debate on the ethical usage of work produced by artificial intelligence. For graphic designers, using work from anywhere else and claiming it as one's own is unethical. Instead, crediting stock websites, such

as Pexels, Unsplash, and Adobe Stock, is necessary. In the same manner, it is important to recognize that certain parts of work were created by using these AI programs.

### What is Dalle?

Dalle is an artificial intelligence program that generates images based off prompts a user provides. For example, if a designer was to ask Dalle to create an image of an oil painting with a person swimming in a pool with an ice cream cone, Dalle would produce its own render of that. Dalle was created in a similar manner to ChatGPT; this way, it reads a stream of tokens to find and put together a matching image. A “token” is described on Dalle’s website as any symbol in vocabulary. For example, the 26 letters in the alphabet are 26 individual tokens. However, in Dalle’s alphabet, instead of each token representing letters, it represents text, images, and concepts. Therefore, Dalle’s language system is expansive and larger than the human alphabet. This allows Dalle to read and connect prompts to its token system and generate an image that matches it.



### Importance of Learning the Abilities of Artificial Intelligence Today

The designer can utilize artificial intelligence to fit into the designer’s process in many ways. Today, artificial intelligence is still developing. While applications such as Dalle lead the world into the AI age, the comprehension of the machine to fulfill a designer’s wishes isn’t at its full capacity. For example, the machine needs to be prompted with very specific words to generate a matching image. Victor Palace explains, “Like a baby, it starts out utterly naïve and incapable of doing anything of substance. It tries to perform a task and fails, but—much like a child—it learns. This repeats over and over. After some time, not only has the machine mastered its task, but it has also become one of the world’s best” (Palace, 218). Over time, utilizing these technologies will become essential to a graphic designer’s role.

## CASE STUDY OF ART MOVEMENTS IN THE UK

### Pop Art

#### *Overview*

The Tate Museum in London, England describes the development of Pop Art as a movement that drew inspiration from popular and contemporary cultures. Pop Art became popular because it questioned what art is and should be. This style gave young artists the freedom to relate to and explore the things that surround them. Specifically, this style took off due to its connection with Hollywood and pop culture. Its impact is so important that connections to Pop Art are still seen today.

#### *Andy Warhol – Campbell's Soup*

Andy Warhol is one of the leading artists in the Pop Art movement. According to Gary Indiana's book about Warhol, he is the first artist to lead the movement internationally. One of his most famous series is his subject matter of Campbell's soup cans. These pieces were all displayed side by side in his original gallery show as if one were exploring a grocery store. This work details the viewer's everyday life by relating to ordinary objects. The choice in Warhol's subject matter sparked the movement of Pop Art. In the 1960s, choosing to have a variety of pieces showing landscapes, portraits, and important historical events was considered 'normal' for an exhibition of this sort. Therefore, Warhol got his fame by daring to show something that people relate to and see every day. According to Gary Indiana, "He states, The Soup Cans are generally credited to the suggestion of Muriel Latow, an art dealer and decorator, who in late 1961 told Warhol he should paint money "or something people see every day, like a Campbell's

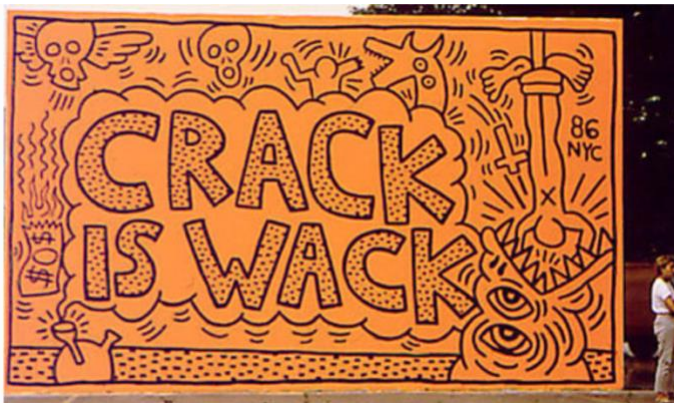


Soup can" (Indiana). Doing this, Warhol also decided to pull from popular culture, knowing the familiarity and recognizability of Campbell's Soup. Andy Warhol was able to lead a movement where the product was in the spotlight. Therefore, packaging and familiarity matters because they can spark a movement to catch

fire. Beyond the familiar reference, the Campbell's Soup can represent as a product of popular culture; Andy Warhol's Pop Art style gave a graphic punch to twentieth-century art. It exploded in popularity because, quite frankly, Pop Art is fun. Visually, the art shows a humorous and vibrant attitude that is picked up in color and style. Consequently, these cans are now put on merchandise from prints to t-shirts and hats. Overall, making this the most popular soup can in history.

### *Keith Haring – Illustration Style*

Another artist that has similar goals as Warhol is Keith Haring. Keith Haring is an American artist from Pennsylvania. Instead of pulling inspiration from ordinary kitchen foods like Warhol, Haring uses inspirations from Walt Disney and Dr. Seuss. Keith Haring's minimalistic geometric cartoon figures have inspired graphic art today. His illustrated vibrant figures are recognizable as his own, and he uses these figures to reflect issues surrounding social justice. Keith Haring's style is seen in dairy brands, such as Oatly and Ben & Jerry's, as they also



have imperfect, vibrant cartoon-style illustrations as secondary design elements. Using linework and doodled creatures gives Keith Haring his recognizable style but is also widely popular in the United Kingdom as brands like Uniqlo work with Haring to sell collaborated merchandise.

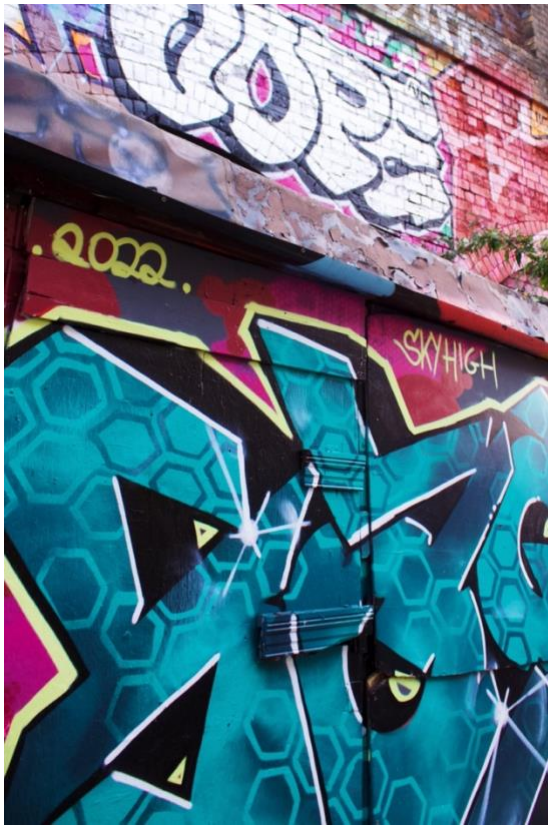
## Street Art

### *Overview*

Street Art has given some United Kingdom neighborhoods the charm that keeps tourists returning every year. In London, places such as Shoreditch, Camden Town, Notting Hill, and Southbank have benefited from the added character as abandoned buildings and streets from the 1950s were revitalized by graffiti artists in the area. Graffiti is technically illegal in the city of London; however, on the outskirts, there are streets and areas that have opened to graffiti and Street Art. This agreement is called “free walls.” There are several differences between “Street Art” and graffiti. Graffiti is mostly illegal work, while “Street Art” is an umbrella term that refers to three-dimensional installations, interactive digital art, guerilla marketing tactics, and murals. Graffiti is also largely outdoors and follows a similar style that keeps each artist anonymous.

The vibrancy of colors and choice of type styles in most graffiti found in the United Kingdom matches the visual aesthetic of Pop Art provided by Keith Haring and Andy Warhol.

My street art photography in London!



## *Banksy*

Banksy is a mysterious artist who is known for his style and for being completely anonymous (besides being British). There are several theories as to who he is, but nothing has been confirmed. Banksy's art, however, is not mysterious. His pieces are extremely famous and go up for auction for millions of dollars. Using stencils to increase his speed, Banksy performs his art quickly and effortlessly with stealth and wit to avoid being caught. His identity is completely hidden, yet his art is recognizably his own as he signs every piece he creates (Diehl). One of Banksy's works that I find inspiring is the graffiti of the Girl with the Balloon. This piece of art is one of Banksy's most famous, and it captures what he does well—a cartoon-like figure who looks mysteriously eerie yet completely calm at the same time. This piece was sold on canvas as a replica at auction for 1.4 million dollars. What was interesting about this



replica was after it sold, it self-destructed and shredded which then only made it increase in value. The prank was pulled by the artist himself—it happened because there was a hidden shredder in the frame (Diehl). This showed that there can't be a price put on art and that art sometimes is meant to not be taken seriously. I find that Banksy's idea of pulling a prank like this one is actually like the attitude of Andy Warhol who also believed art could be fun and humorous. Since this, there have been many exhibitions featuring Banksy's work, as he is one of the most mysterious yet famous artists in the contemporary world. Some of his pieces are showcased in the UK exclusively but have a large impact on how

they interact with people and their relationships to send a message. Walking through exhibitions found in Amsterdam and London, I saw that Banksy is also an activist for things he believes in and disagrees with. With his platform, he can show his private opinions and stand up for social justice.

## The Representation of the Union Jack

### *Overview*

The Union Jack is an iconic representation of the United Kingdom and their history of unification. The flag represents not only British nationalism but also the combination of historical events that led the United Kingdom to where it is today. The Union Jack is made up of crosses that represent the different territories within the United Kingdom. First, for England,



the cross of Saint George who was a patron saint in England, is shown by a red cross through the middle of the flag, therefore showing England's sovereignty over the other territories as it is the largest weight and most forefront on the flag. Next, the Cross of Saint Andrew is the diagonal white cross that represents Scotland. Lastly, the diagonal red cross represents Ireland as it is the cross of Saint Patrick. The design of the United Kingdom flag shows patriotism and colonization. It is also used as a symbol around the country and the commonwealth. For example, the Union Jack is not only seen in the British flag, but also in the Australian flag. This recognizes the British settlement in Australia and its history of partnership and founding (Berry).

### *Political Influence*

The Union Jack showcases the United Kingdom's influence of power and ownership. The colors and use of stripes on the flag are familiar to the colors found in the United States flag. Consequently, following the Revolutionary War, the United States took inspiration from the United Kingdom in their statement of founding and formation. This is important in context because the United States wanted to prove their independence by doing things their own way; however, they still took inspiration from their former owners. Therefore, it shows the United States' separation yet connection to the United Kingdom. The significance of this is that both countries now have an extremely large connection to each other and a political alliance as "sibling countries." As two of the most powerful countries in the world, having this connection benefits them both.

### *History of the Flag*

The origin is a mystery; however, the term "Union Jack" goes back to Queen Anne's reign. King James designed this flag in 1606 after he inherited both the Scottish and English throne. The idea behind the flag was to unite the territories under one design, therefore representing how the three territories are united under one sovereign (Berry).

## ACTIONS TAKEN

### Brand Name

Most ice cream brands are named after a person or group that inspired its creation. For example, Ben & Jerry's is named after the founders Ben and Jerry, Van Leeuwen is the last name of the founder of Van Leeuwen Ice Creams, and Jeni's Ice Cream is named after the founder Jeni Baeur. Therefore, when articulating the name of this brand, extensive research into British culture and historical figures was done to find the perfect match. However, the name Lizzy's came forth in response to the passing of the Queen in September of 2022. There is nothing more iconic than the United Kingdom's longest-reigning monarch. This brand also provides a way to carry the legacy of the Queen forward as her contributions to the United Kingdom continue to thrive in British culture.

Queen Elizabeth II was crowned in 1953 and ruled until 2022. She led the country out of World War II, through the London Olympics, "Brexit," and into the digital age. Choosing to name the brand Lizzy's allows for a fanbase to connect and relate with the brand. This concept is similar to collaborations that Ben & Jerry's does with celebrities for specialty flavors. Instead of choosing to showcase a singular flavor dedicated to the Queen, Lizzy's is able to pull in Royal Family fans for all of the brand's deliverables. This also allows the brand to be examined by royal family members prior to creation, therefore having an opportunity to be deemed "worthy of the crown" before release.



The name Lizzy's allows for this connection to be a quirky relationship with the crown. Instead of using a formal name, choosing to use a nickname for the Queen makes the brand catchier for new consumers.

### Target Audience

While ice cream has a broad audience, narrowing down to a smaller group overall helped produce an accurate consumer for the design to relate with. After studying the different elements to food and beverage branding and the overall existing market, a decision was made that this consumer would fit into three categories. Therefore, the target audience for this product is ice cream lovers, royal family fanatics, and United Kingdom grocery store shoppers.

Focusing on the first category, ice cream has no age limit. As a product, ice cream is eaten by young children and enjoyed into their early years. For some, ice cream is a nostalgic treat and nod back to a simpler time, a perfect pairing for a slice of birthday cake, or for others,

ice cream is simply a “post-break-up” treat. Ice cream fits into several different livelihoods, and because of the overwhelming number of brands in the market, finding an ice cream that fits a group’s socio-economic status, overall taste preferences, and even allergies are likely. So, the first category for Lizzy’s is broad and just describes an overall amount of people.

The second category is royal family fanatics. This pulls in the idea that because of the name of Lizzy’s and the connection between the branding and the Queen, Lizzy’s will be a favorite of royal family fans. The Queen has a large international fan base, so by connecting her to the product, Lizzy’s is advertising to both natives and tourists in the United Kingdom.

The last category is grocery store shoppers. Statistically, this focuses on females. In fact, according to a survey done by the BBC, seventy percent of grocery store shoppers are female. In a family relationship, most of the shoppers are mothers that are on the go. Catering this brand to females and guaranteeing that the brand will stand out on the shelves will allow this brand to thrive in grocery store aisles.

## Market Positioning

The market positioning of this product is to be the only ice cream brand related to the crown. After researching the royal warrant and how to obtain one, it became clear that this brand had an opportunity to compete for market leadership in the United Kingdom. Through this connection with the legacy of Queen Elizabeth II, this product calls consumers to be a part of the “royal family” by treating themselves like royalty with Lizzy’s.

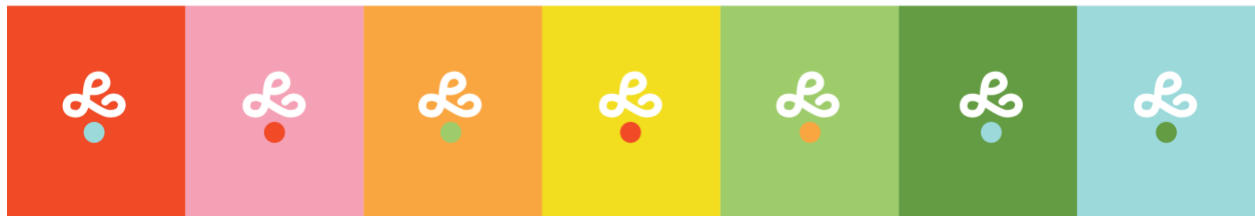
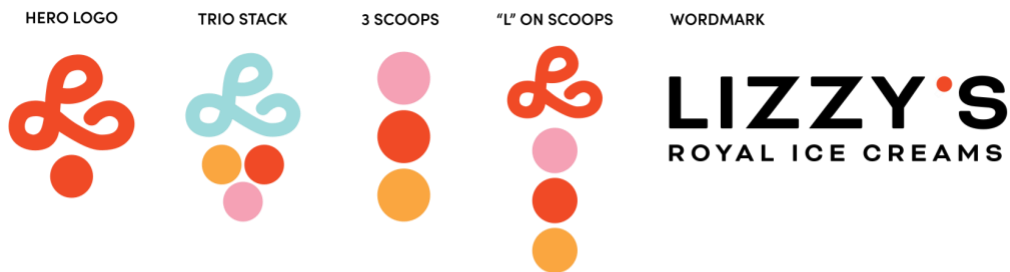
## Logomark

The logomark for Lizzy’s was chosen to reflect the three nations unified under the Union Jack: Northern Ireland, Scotland, and the Kingdom of England and its islands. This is shown through the icon as the script “L” forms three swoops that also show the overall shape of an ice



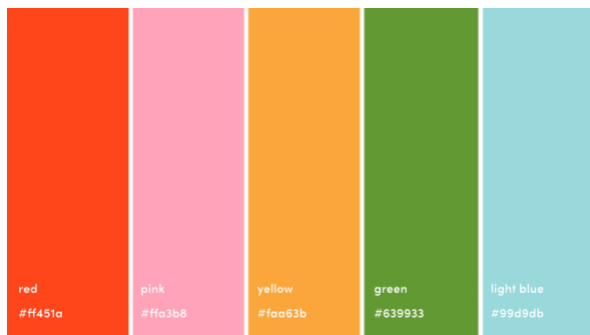
cream pyramid. Underneath the scooping “L,” there is a single circle to represent how all three nations are unified under one governing body. The circle is also a geometric abstract reference to a single ice cream scoop.

The logo is also dynamic. This means it can change slightly to adjust to different orientations and layouts. It can also be altered to suit different products. By using the brand colors, Lizzy’s logo can describe different flavors as well. For example, green can signify a pistachio-flavored ice cream.



### Color Scheme

The color scheme for Lizzy’s was chosen to reflect Queen Elizabeth’s own style. By using bright colors, the product not only jumps off the shelf, but also relates to the Queen’s use of color to stand out in a crowd. The wide variety of colors relate to the target market by leaning female-oriented but also connecting back to other ice cream brands, such as Jeni’s and Van Leeuwen, who use creamier pastel rainbow colors to describe their products.



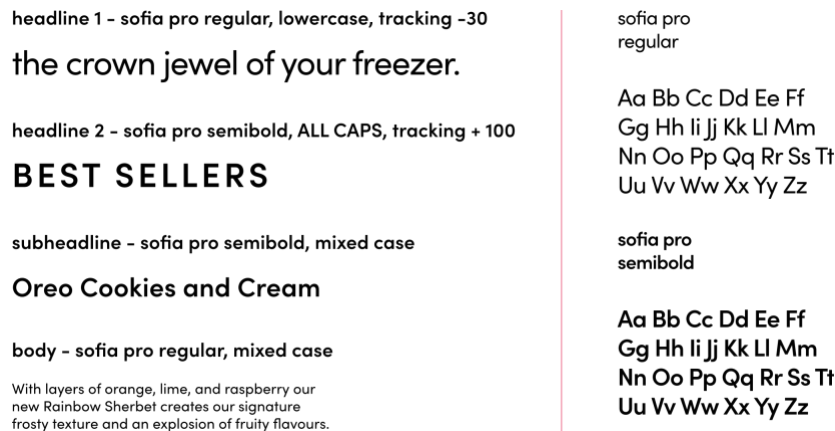
## Typography

Similar to other brands, such as Van Leeuwen and Halo Top, Lizzy’s utilizes a sans serif typeface that prioritizes legibility and scale. Therefore, the typefaces are legible at small sizes and on digital as well as print.

The typeface Bicyclette was chosen as a logotype because of its friendly rounded corners on terminals and its wide forms. This allows for the type to add structure to ground the bright colors and organic icon.

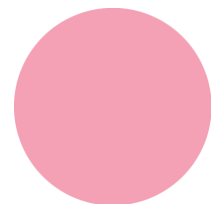


The typeface Sofia Pro was chosen to describe the brand in headers, subheadings, body text, and subtexts. The consistent typestyle prioritizes clarity and cohesion amongst all the brand’s deliverables.



## Secondary Elements

The secondary element for this brand pulls from the logo icon. The circle allows for representation of an ice cream scoop, but also allows for the brand to use this element as a tool when describing the product. The minimalist style of this element was inspired by Keith Haring, Andy Warhol, and the overall movement of Pop Art in the United Kingdom. By using the abstract symbolism of an ice cream scoop, Lizzy’s is unique and filled with a clean yet fun personality.



## Package Design

Choosing a white package design for this product allows the pint to stand out on a shelf and reflect a clean, graceful look that reflects the target market. The white package also allows the brand colors to stand out as they are represented along the side of the pint to show flavor cues and give the viewer an idea of what is inside.



The package also features rotating headlines that add humor to the brand. Some of the headlines read as “Crown Jewel of your freezer,” while others may describe that a certain flavor is a royal family member’s favorite. Providing a connection to the brand message allows for the target audience of royal family fanatics to recognize some of the Queen’s humor in the brand.



Around the back of the pint, there is trivia information and facts about the monarchy, such as the number of prime ministers that the Queen was served by during her reign, the names of her beloved corgis, facts about Princess Kate and Prince William’s royal wedding, historical information about recent events in the UK, and overall information on the commonwealth. By providing this information on a pint, tourists and royal family beginners can learn about the crown while enjoying the ice cream. To represent the crown, the lids of the pint are gold, thus welcoming a personality of luxury and grace alongside humor, just like the Queen herself.

To focus on sustainable efforts, Lizzy’s pledges on its packaging to maintain being a B-corporation and carbon negative brand—meaning that Lizzy’s will produce less carbon than it intakes. Thus keeping the atmosphere clear and following initiatives that Ben & Jerry’s and other companies also pledge to make for their packaging and promotional materials.



## Product Photography

A large aspect of creating an ice cream brand is the production of photography that is used in advertisements, social media, and brand collateral. By taking photos of each flavor pint created, adding the real product to the photos, and styling shots to stand out on a social media feed, a style of photography and outlet for the brand to be represented in more ways was created. These photos were then taken and placed into more brand collateral.

## Advertising

### Print Advertising

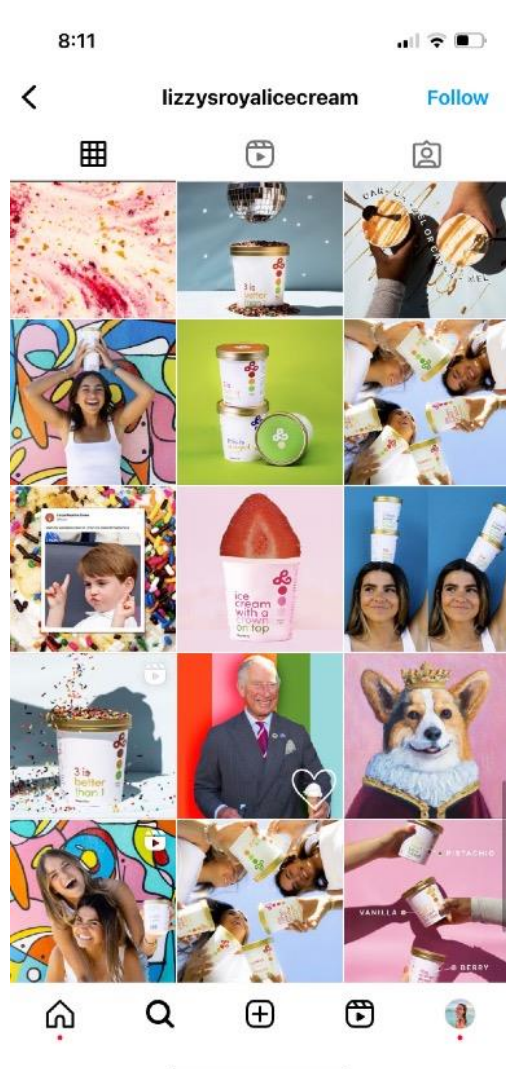
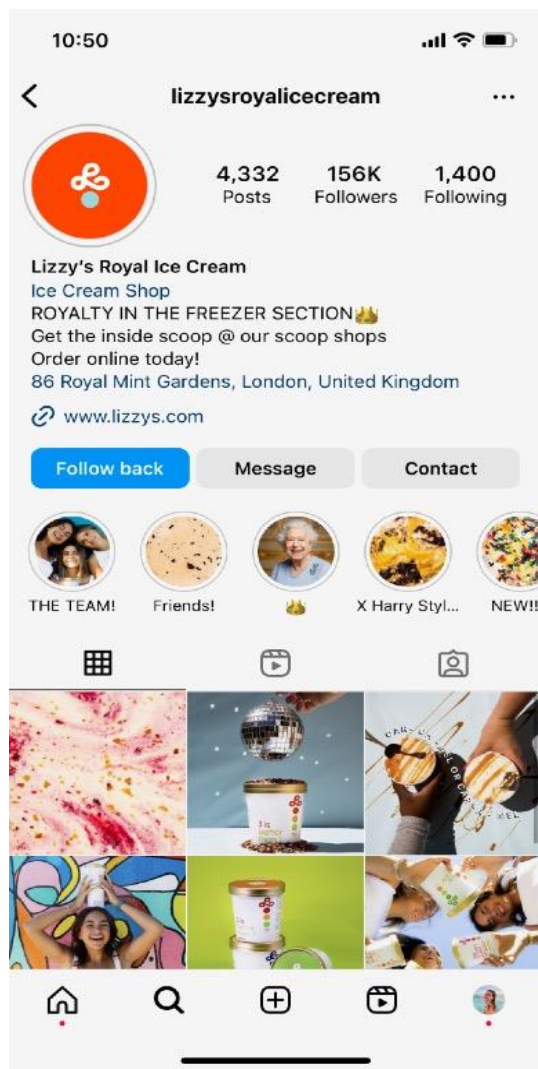


Creating advertisements for these products focused on the brand positioning that Lizzy's will be the only ice cream brand to obtain the crown's approval. This concept is demonstrated in the headlines and body text alongside each product photo. The visual of the ice cream pint allows for users to visualize the product and crave the ice cream and then link the ice cream to the overall message that it's of the highest quality.





Social Media

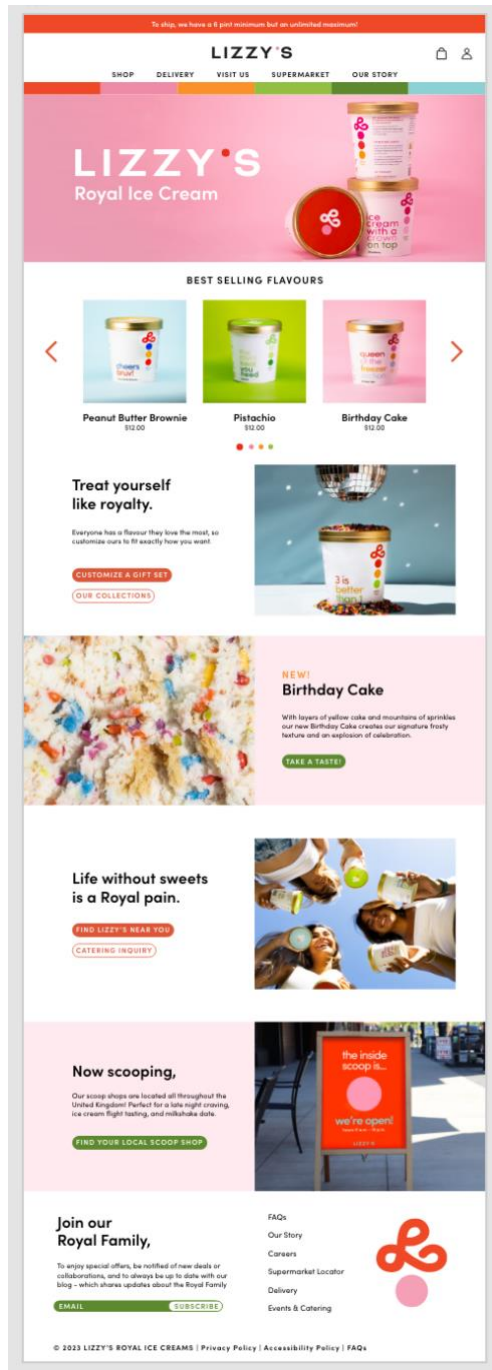


Creating a social media profile for the brand allows users to engage with the products and for brands to track user preferences. Based on the research of different social media techniques similar brands use, Lizzy's focuses on product photography to highlight different flavor releases and special sales, illustrations to break up the photography and help users further relate to the product, photography of the pints in a setting that is visually engaging and includes real people, and royal family memes and updates that relate the brand to its audience.

For example, utilizing artificial intelligence, Lizzy's is also able to create fun Instagram posts about different royal family members (such as the Queen's corgis) but have them all painted in a Victorian-style portrait. The quirky visuals continue into copywriting, as captions are curated to match pop culture and follow trends on Instagram and TikTok. This allows for users to stay up to date with brand missions and new information while also feeling connected to the brand.

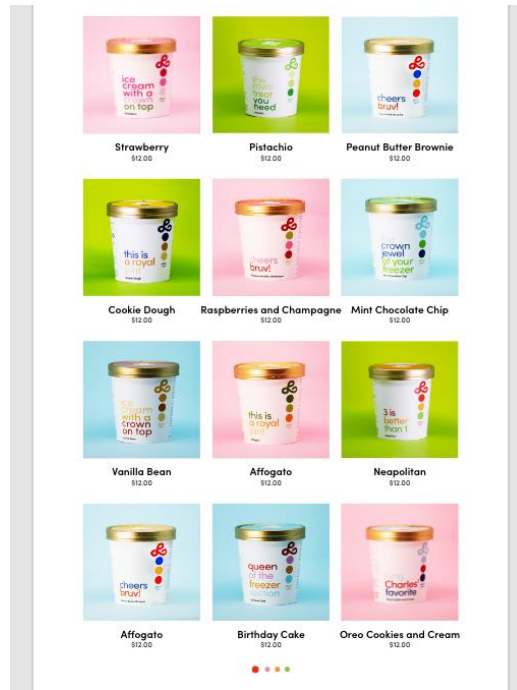


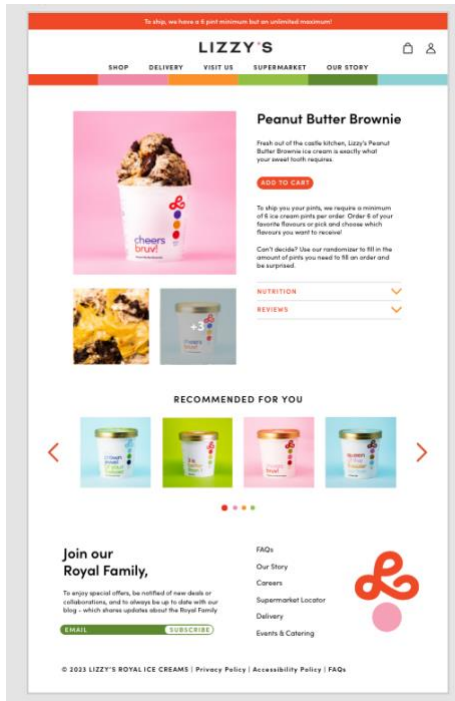
## Website



While most customers may choose to visit their local Sainsbury's, Waitrose, or Marks & Spencer's for an ice cream pint, Lizzy's also can be purchased online to allow users to ship the pints directly to their doorstep. Providing this ability for users is helpful for catering events and ensuring that users can always purchase their favorite flavor.

Based off research on other user interfaces and experiences, creating a consistent design that was also user-friendly helped develop this website to flow seamlessly as users walked through the ordering process.

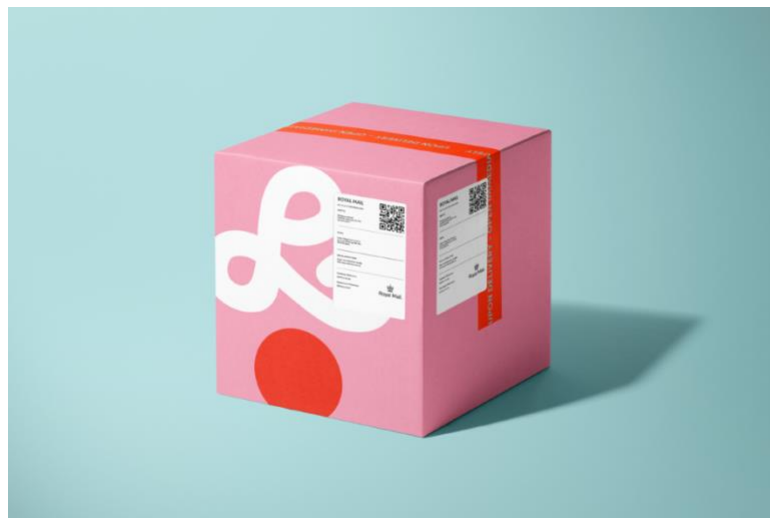




For the individual product page, users can view flavor information and read nutritional information for each pint. The website even tracks user information to recommend flavors based off the user's most visited flavor pages.

## Shipping Box

After seven to ten business days, a box branded to match Lizzy's brand will come in the mail with the pints inside a freezer box that is kept cold with dry ice. This box is branded because users will recognize that the order contains the pints that need to be put into the freezer upon arrival.



## CONCLUSION

Queen Elizabeth served the United Kingdom from the age of twenty-four. After dedicating herself to the crown, Queen Elizabeth II strived to lead the United Kingdom with grace and prestige for seventy years. As the United Kingdom's longest reigning monarch, Lizzy's is a British ice cream brand that is focused on exuding the personality of the crown while also maintaining the highest quality of dairy production through a commitment to maintaining the royal warrant and serving as a carbon negative and B-Corporation product.

As a part of the business model for Lizzy's, donating half of each pint's profits to charities that Queen Elizabeth II was a patron to is a financial way to keep the Queen's legacy in the transition of power to King Charles. These charities include the British Red Cross, Scouts and Girlguiding, Cancer Research UK, the NSPCC, and six hundred more. This honors the Queen's generosity and kindness.

In conclusion, this project is the research, design, business model, marketing, and execution of a British ice cream brand. American patriot Paul Revere once said, "The British are coming," but I would like to add that this time, they are bringing dessert. Introducing the new queen of the freezer section, Lizzy's Royal Ice Cream.

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