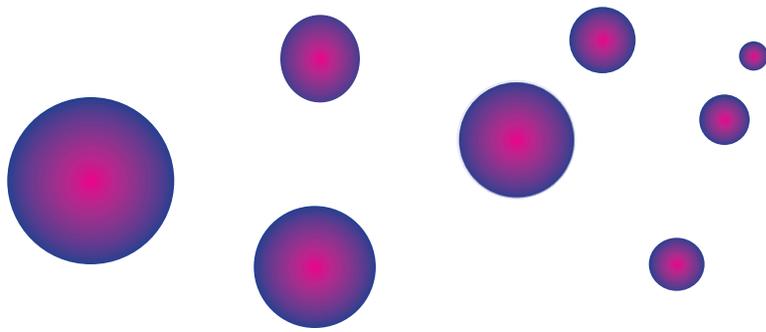


Ben and Jerry's Homemade Ice Cream Company

Peace, Love, and Ice Cream Campaign

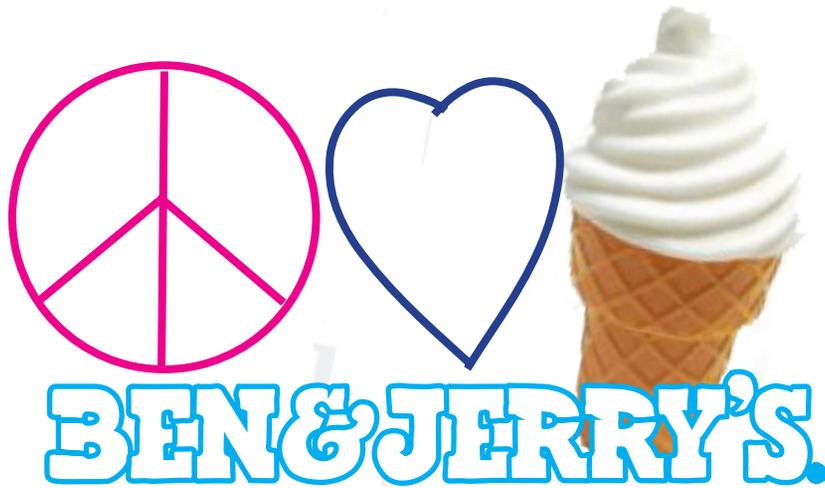


Agency Name: Cave 67
Margaret Allen, Emily Brockett,
Steven Allison & Morgan Welch



Table of Contents

Executive Summary.....	3
Evolution of Ice Cream.....	4
The Industry and Economy.....	6
Company Overview.....	8
Competition.....	11
Current Customer.....	13
Potential Customer.....	13
Research Procedures.....	15
Research Result.....	17
Target Market.....	20
Message Strategy.....	21
Communication Style.....	22
Marketing Objective.....	23
Creative Strategy.....	24
Budget.....	26
Post Test.....	33
Closing Summary.....	34

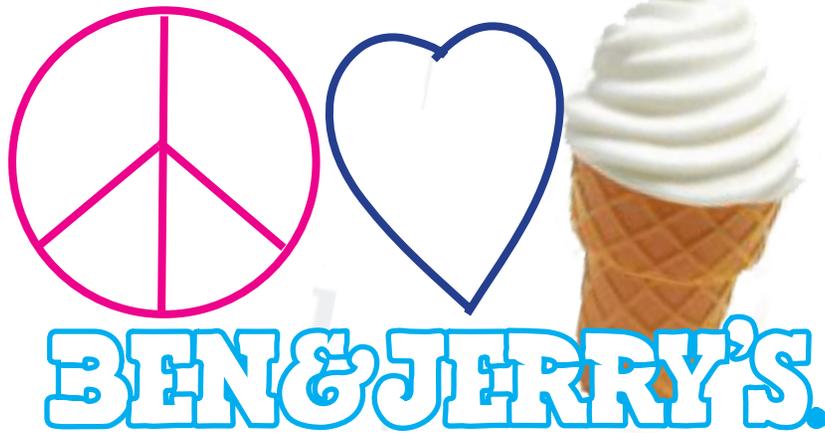


Executive Summary

The “Peace, Love, and Ice Cream,” campaign is a movement that explores the core values of all Americans. The marketing plan presents our company’s strategy to attract new customer markets, remind current customers of the Ben & Jerry’s experience. The primary objective of this campaign is to, by promoting Ben & Jerry’s philanthropic activities and appealing to the audiences’ emotions, increase sales and brand awareness within the product market. Through a campaign full of fun and excitement, from radio

spots to print advertisements, we hope to raise awareness about Ben & Jerry’s environmental advocacy programs.

Cave 67 is excited about the “Peace, Love, and Ice Cream” campaign because it is a fun movement that allows Americans to give back to the community through the consumption of tasty, frozen desserts. This movement is a universal call to action that, through ice cream, to make a change on a global level, beginning with individuals’ personal actions. Americans today are concerned with personal health, environment conservation, and energy renewal. Ben & Jerry’s was built on these fundamentals and still stand by these values set forth by a couple of self-aware ice cream connoisseurs decades ago.

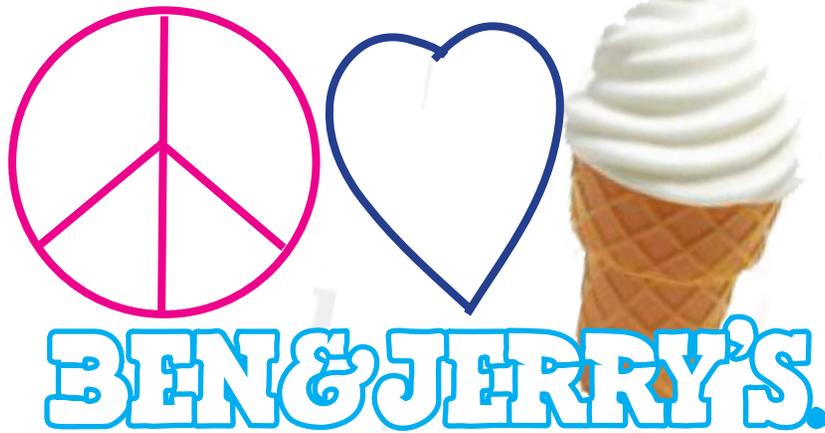


Evolution of Ice Cream:

Ice cream's origins are known to reach back as far as the second century B.C., although neither specific date of origin nor an exact inventor has been undisputedly credited with its discoveries. We do know that Alexander the Great enjoyed snow and ice flavored with honey and nectar. Biblical references also show that King Solomon was very fond of iced drinks during harvesting. During the Roman Empire, Nero Claudius Caesar frequently sent runners into the mountains for snow, which was then flavored

with fruits and juices.

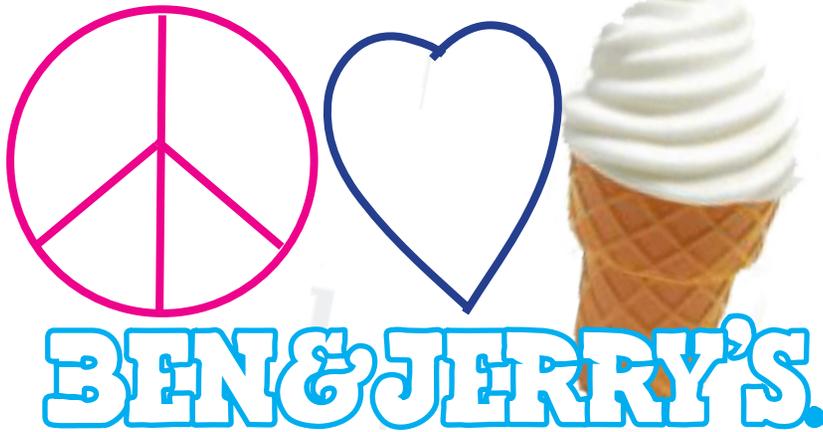
Over a thousand years later, Marco polo returned to Italy from the Far East with a recipe that closely resembled what is now called sherbet. Historians estimate that this recipe evolved into ice cream sometime around the 16th century. England seems to have discovered ice cream during the same time, or perhaps even earlier than the Italians. "Cream Ice" appeared regularly at the table of Charles I during the 17th century. France was introduced to similar frozen desserts in 1553 by the Italian Catherine de Medici when she became the wife of Henry II of France. It wasn't until 1660 that ice cream was available to the general public. The Sicilian Procopio introduced a recipe of blending milk, cream, butter and eggs at the first café in Paris known as, Café Procope (Hegenbart). The first account of ice cream arriving into the United States comes from a letter written in 1744 by a guest of Maryland Governor William Bladen.



The first advertisement for ice cream in the United States appeared in the New York Gazette on May 12, 1777, when confectioner Philip Lenzi announced that ice cream was available “almost every day.” During the summer of 1790, records show that George Washington spent nearly \$200 for ice cream during the hot months. President Thomas Jefferson was said to have a favorite 18-step recipe for an ice cream delicacy that resembled a modern-day Baked Alaska. In 1812, Dolly Madison served a magnificent strawberry ice cream creation at President Madison’s second inaugural banquet at the White House.

Until the 1800’s, ice cream remained a rare and exotic dessert enjoyed mostly by the elite. Around 1800, insulated icehouses were invented. Manufacturing ice cream soon became an industry in America, pioneered in 1851 by a Baltimore milk dealer named Jacob Fussell. Like other American industries, ice cream production increased because of technological innovations, including steam power, mechanical refrigeration, the homogenizer, electric power and motors, packing machines, and new freezing processes and equipment. In addition, motorized delivery vehicles dramatically changed the industry. Due to ongoing technological advances, today’s total frozen dairy annual production in the United States is more than 1.6 billion gallons.

Due to a wide availability of ice cream in the late 19th century many new creations were formed. In the year of 1874, the American soda fountain shop and the profession of the “soda jerk” emerged with the invention of ice cream soda. In response to



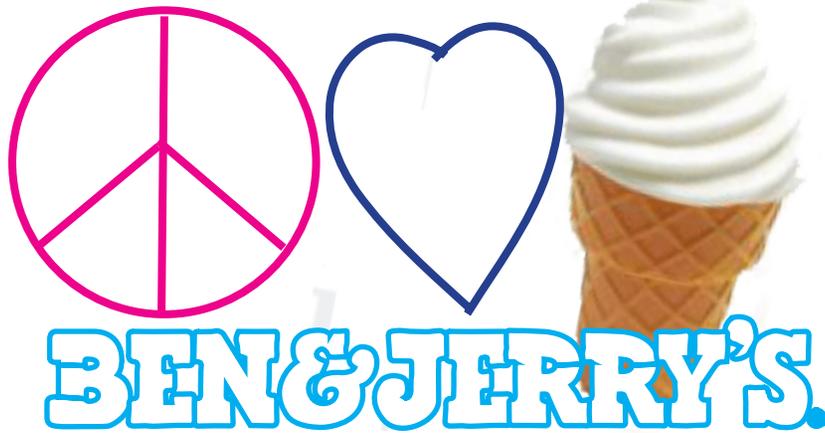
religious criticism for eating “sinfully” rich ice cream sodas on Sundays, ice cream merchants left out the carbonated water and invented the ice cream “Sunday” in the late 1890’s. The name was eventually changed to “sundae” to remove any connection with the Sabbath. Ice cream, an edible morale symbol during World War II. Each branch of the military tried to outdo the others in serving ice cream to its troops. In 1945, the first “floating ice cream parlor” was built for sailors in the western Pacific. When the war ended, and dairy product rationing was lifted, America celebrated its victory

with ice cream. Americans consumed over 20 quarts of ice cream per person in 1946.

From the 1940’s through the ‘70s, ice cream production was relatively constant in the United States. As more prepackaged ice cream was sold through supermarkets, traditional ice cream parlors and soda fountains started to disappear. Now, specialty ice cream stores and unique restaurants that feature ice cream dishes have surged in popularity. These stores and restaurants are popular with those who remember the ice cream shops and soda fountains of days past, as well as with new generations of ice cream fans (International Dairy Foods Association).

The Industry and the Economy:

In 1984, President Reagan designated the month of July as the national Ice Cream Month and the third Sunday of the month as the National ice Cream Day. He recognized ice cream as a fun and nutritious food that is enjoyed by a full 90% of the nations

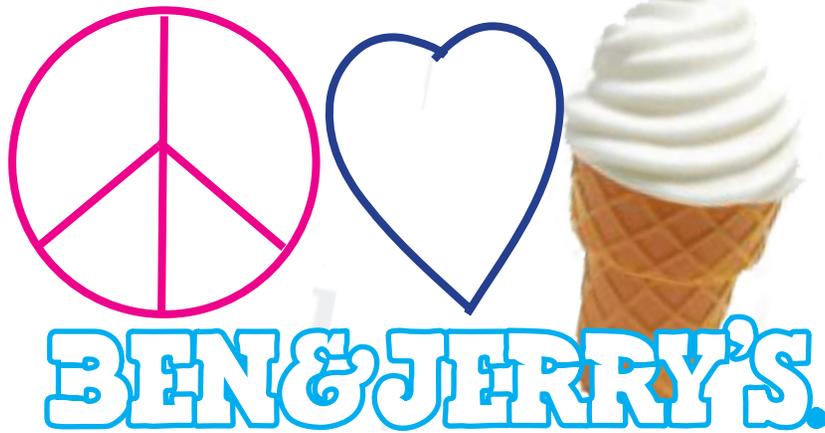


population. In the proclamation, President Reagan called for the entire United States to observe these events with “appropriate ceremonies and activities.” The International ice cream Association (IICA) encourages retailers and consumers to celebrate the month of July as the national Ice Cream Month. In 2009, National Ice Cream Day will be Sunday, July 19. The U.S. ice cream industry generates more than \$21 billion in annual sales and provides jobs for thousands of citizens. About 9% of all the milk produced by dairy farmers within the U.S. is used to produce ice

cream, which contributes significantly to the economic well being of the nations industry. Founded in the year of 1990, the IICA is the trade association for manufactures and distributors of ice cream and other frozen desert products. The association’s activities range from legislative and regulatory advocacy to market research, education and training. Its 80 member companies manufacture and distribute an estimated 85% of the ice cream and frozen dessert products consumed in the United States (United States Department of Agriculture).

Economy

Wholesale dairy product prices continue to decline, following their steep drop in the last weeks and months of 2008 that ended a nearly two-year run at historically high levels. Retail dairy product price levels, however, remain high. USDA has purchased nonfat dry milk (over 142 million pounds since October 1, 2008) under the MPSP at 80 cents per pound, as well as butter (1.5 million pounds since January 1, 2009) at the purchase price of \$1.05 per pound.

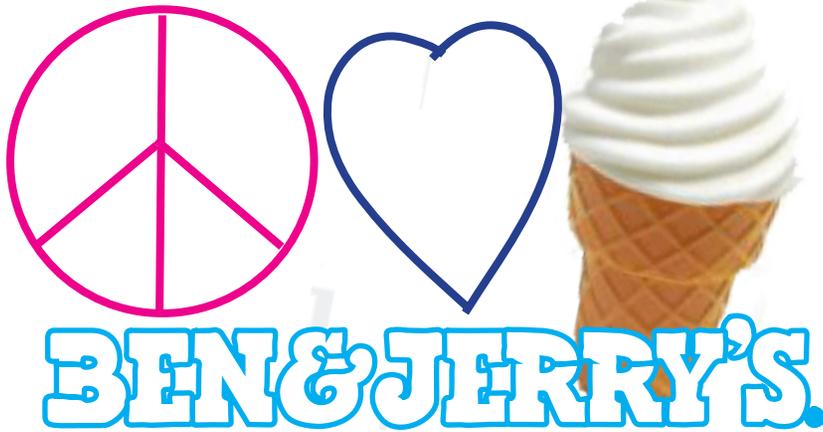


For example, the U.S. city average retail price for a gallon of whole milk in December 2008 was \$3.681, down 28 cents from the all-time record high of \$3.961 set July 2008 and 5 cents lower than the November 2008 average. There can be many reasons for price movements, but one key observation is that wholesale dairy product prices at the end of January are not related to the retail prices reported for the entire month of December. For farm milk used in fluid dairy products, the government-set minimum price that processors were required to pay dairy

producers for milk bought in December was based on the wholesale dairy product prices from early November. Due to government regulations of minimum farm milk prices, either under the Federal Milk Marketing Order system or state price regulation, average farm milk prices also tend to lag the wholesale dairy product market prices. Interestingly, the prices of dairy futures contracts at the CME for 2009 are for some contracts as much as 50% higher than current prices (International Dairy Foods Association).

Company Overview

Ben & Jerry's is a brand of ice cream, frozen yogurt, sorbet, and ice cream novelty products, manufactured by Ben & Jerry's Homemade Holdings, Inc., and owned by the conglomerate Unilever. Headquartered in South Burlington, Vermont, United States, with the main factory in Waterbury, Ben & Jerry's is founded on and dedicated to a sustainable corporate concept of linked prosperity. Ben & Jerry's mission consists of 3 interrelated parts:



Social Mission

To operate the company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally and internationally.

Unilever is the top retailer for frozen dessert, owning 21.4% of the market share. Also, Ben & Jerry's is ranked fourth in retail sales of packaged ice cream, owning 8.1% of market share for the U.S. Adult population. Further, \$1.1 million of Ben & Jerry's pretax income goes to philanthropic organizations.

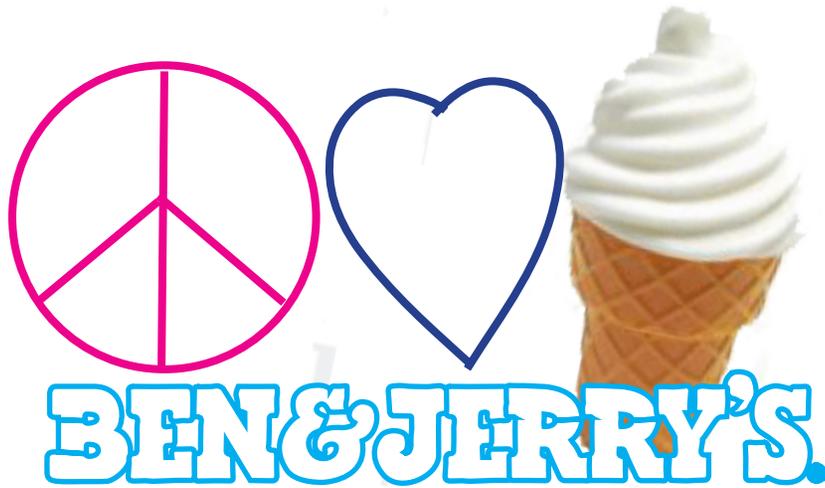
Product Mission

To make, distribute and sell the finest quality all natural ice cream and euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment.

Economic Mission

To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders and expanding opportunities for development and career growth for Ben & Jerry's employees.





Strengths :

Ben & Jerry's is a powerful brand that is a very competitive within the packaged ice cream market. Using ingredients of the highest quality, as well as community outreach programming, consumers find Ben & Jerry's to be a reputable organization.

Weaknesses :

Ben & Jerry's has a reputation for new product flavors that have short life cycles. Also, the company does not spend much money on advertising, but rather on philanthropic organizations. Lastly, due to product quality, there is an increased price of Ben & Jerry's pints.

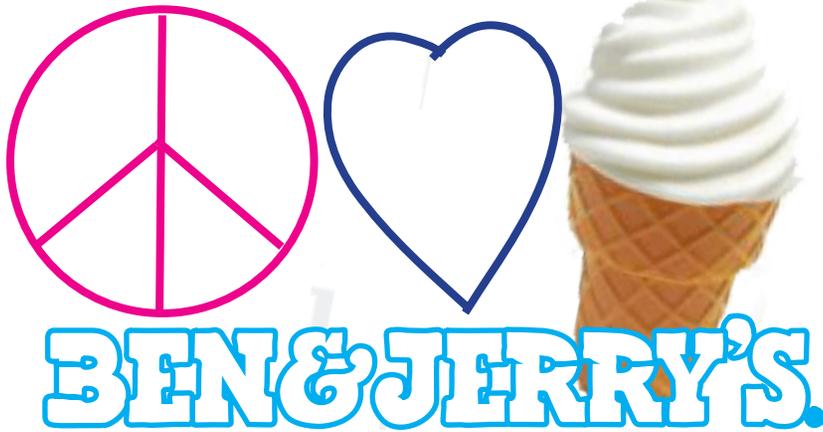


Opportunities:

New products and services that can be retailed in their ice cream shops, such as innovative flavors, variety of package sizes, and new low fat ice creams or frozen yogurt. Holding promotions, such as 'Free Cone Holiday,' on a more regular basis may increase sales and interest.

Threats:

Ben & Jerry's is exposed to rises in the cost of dairy products as well as competitive prices within the brand category. Also, dieting habits of a health conscious generation and society may discourage people from indulging with frozen sweets.



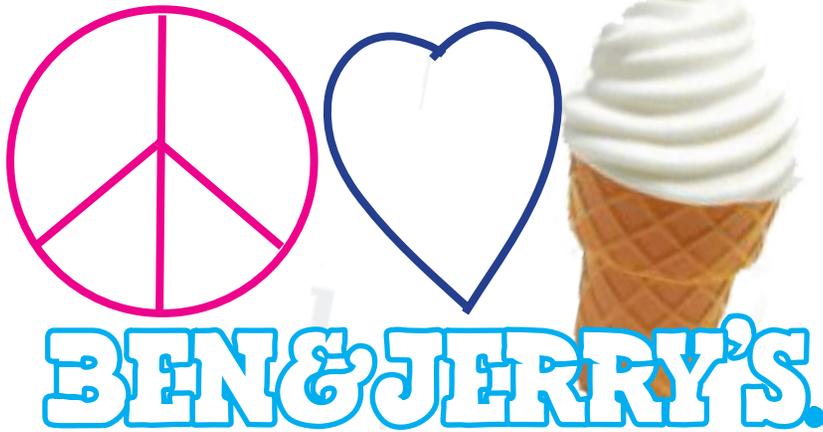
Ben and Jerry's is positioned as a quality creamery that supports and sponsors the ideology of eliminating negative impacts on the environment. By definition, the manufacturing of products creates waste. Ben & Jerry's strive to minimize our negative impact on the environment through projects that look to assess and address the environmental impact of our practices, from packaging, manufacturing and distribution to working habits at all of our locations; through a commitment to support sustainable agricultural practices; and

through partnerships with like minded individuals, companies and enterprises such as suppliers and nonprofit organizations, many of whom Ben & Jerry's rely on for information and assistance.

Competition

Haagan Dazs Ice Cream

Ben and Jerry's ice cream's competition is Haagan Dazs super premium ice cream. Like Ben and Jerry they use rich ingredients that make their ice cream quality better than regular ice cream. Haagan Dazs is owned by Dryers and sister company Edy's ice cream. Haagan Dazs positioning statement is: Find the purest and finest ingredients in the world and craft them into the best ice cream, sorbet and frozen yogurt (haagandazs.com).



Strengths:

Haagen Dazs ice cream is easy to find in any type of location: grocery stores, drug stores, convenience stores and sole locations. They have two main web sites that explain their extensive product line. Haagan Dazs has strong brand identification and corporate identity. It is a novelty because it is on a higher price scale. Haagan Dazs is also tries to drive consumers

Weaknesses:

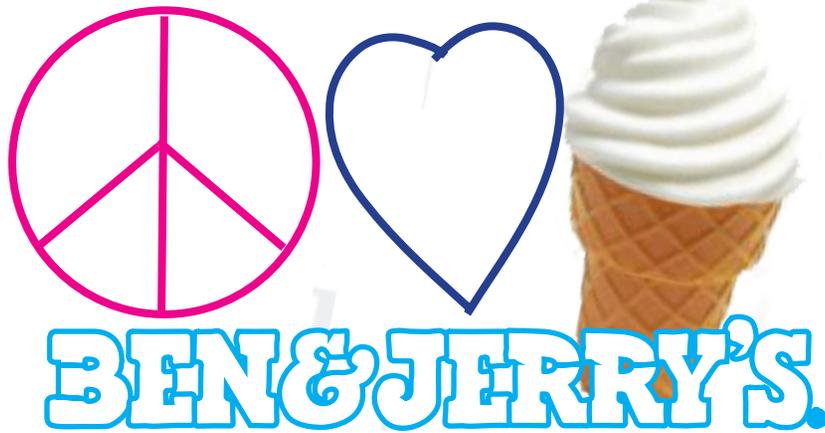
Haagan Dazs is experiences many weakness during this economic recession they have down sized their product while still charging the same price. They lack on creativity and have very hard name to pronounce; which makes it hard for the consumer to affiliate ice cream with Haagan Daz.

Opportunities:

Haagan Dazs has the option of becoming more creativity with it product lines. They seem to be creating new product lines and have more innovative approach. They have taken the opportunity to create new yogurt ice cream bars.

Threats:

Haagan Dazs is in tough market when there is economic instability. They need to look at their competetion. Ben and Jerry's do cause marketing, they strive on being health conscious in a diet world, and they give a family feeling that Haagan Dazs lacks.



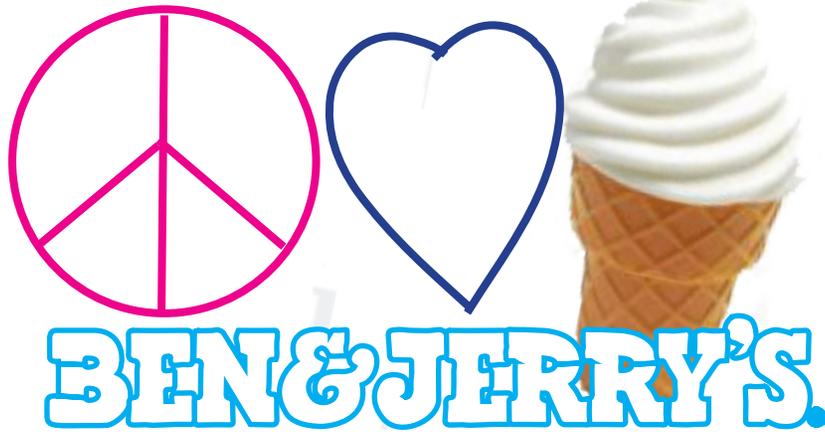
Current Customer

The current customer for B & J is one who is conscious of many things. They are aware of what actually goes into their ice cream, and what they do not want in their ice cream. The company is very proud of using milk from local Vermont farms and cows along with the best ingredients. However, the price is slightly higher than that of the competition. But, because the ingredients are known to be superior, the typical customer accepts it. Because of the better ingredients, B & J ice cream is also

more rich, more solid and thicker than most other brands, hence the small pint size. Therefore, the customer is not very weight conscious unless they were to purchase the newer line of frozen yogurts. Frozen yogurt has been on the rise in recent years with our weight-conscious society. Also, because the price is slightly higher, the customer feels either that the product is worth their dollar, or they are not very price conscious and are able to buy this on a fairly regular basis when purchasing ice cream. The company also uses plays on words with most of their flavors, so the customer is usually musically or theatrically inclined to find these humorous. For example, Cherry Garcia and Phish Food flavors. B & J tends to focus these flavors towards specific segments of the population to boost sales.

Potential Customer

The potential customer we would like to reach is that niche of stay at home mothers, and thus reaching out to their families. If we were to entice the stay at home mothers who are very conscious of what they feed their families

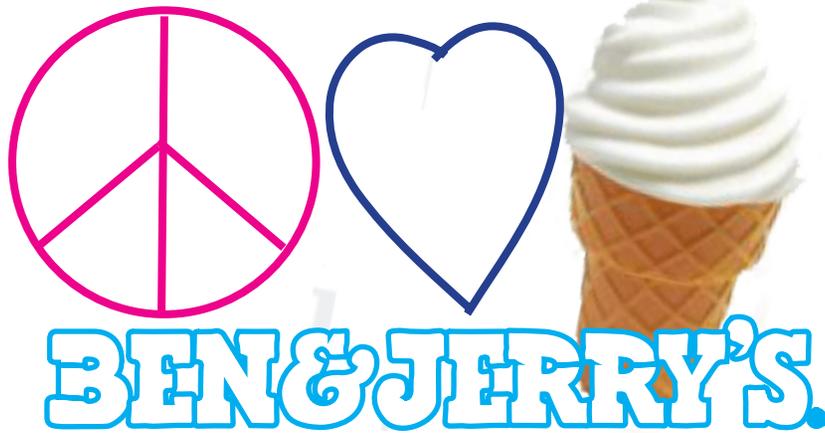


then we could also establish brand loyalty and a trend would continue.

Appealing to these parents is imperative because they have the time to really put time and effort into their shopping lists and knowing the value and flavor they would be getting from Ben and Jerry's would only lead to them spreading their positive feedback to other friends and mother's who may not be as aware.

Another huge market would be young college graduates to mid thirties and newlyweds. They

are developing their brand loyalties, and discovering what is most important to them in terms of quality, value, taste, etc. this is where both parts of a household, or roommates will collaborate their efforts into figuring out the best choice for themselves. This choice will then result in loyalty to frequently buy this brand when they are shopping for ice cream. People around this age group and niche market do not always have the largest disposable income and are looking for the best value around, so this is where we can use our value in a pint size to appeal to them. Stay at home mothers are also a huge market to appeal to. They are usually the primary grocery shopper in a household and are the most conscious of what their family consumes. They have the time to look into price, value, healthiness, etc and really care what their family consumes. Knowing that Ben and Jerry's ice cream is made from local milk from cows in Vermont may be very appealing to a mother. This way they may also develop brand loyalty in their children explaining to them why Ben and Jerry's is the best for many reasons, as well as passing it on to their friends and other mothers.



Research Procedures

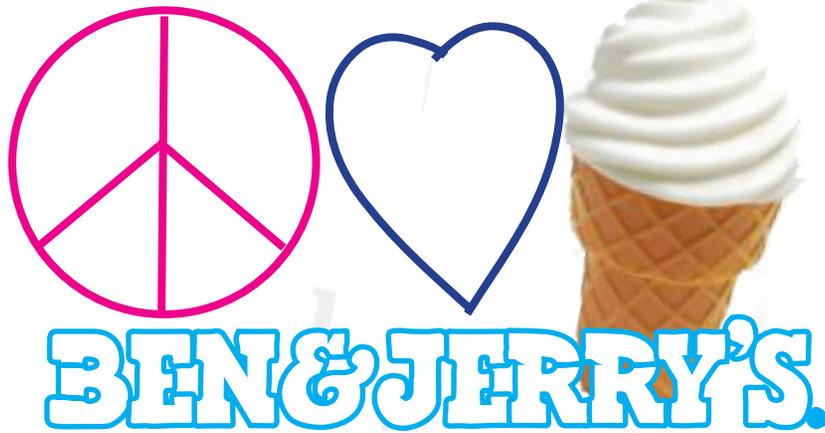
Our research was conducted using a survey. Our questionnaire consisted of fifteen questions including a set of demographic questions. Our sample size consisted of 100 individuals. The questions were designed to find out if consumers actually ate Ben and Jerry's, how often consumed the products, and if they visited the website.

Our survey is simply designed

for the average person. We asked basic yes and no questions with a few fill in the blanks. An example of one of our questions is "Does price influence your choice of ice cream". We already know that Ben and Jerry's Ice cream is on the premium side of ice cream so this fulfilled our prediction. The survey was given out to numerous male and females across Appalachian State University and the High Country of North Carolina.

Immigrants at Ellis Island were served vanilla ice cream as part of their Welcome to America meal.

One out of every five ice cream eaters share their treat with their dog or cat.



New Flavors:

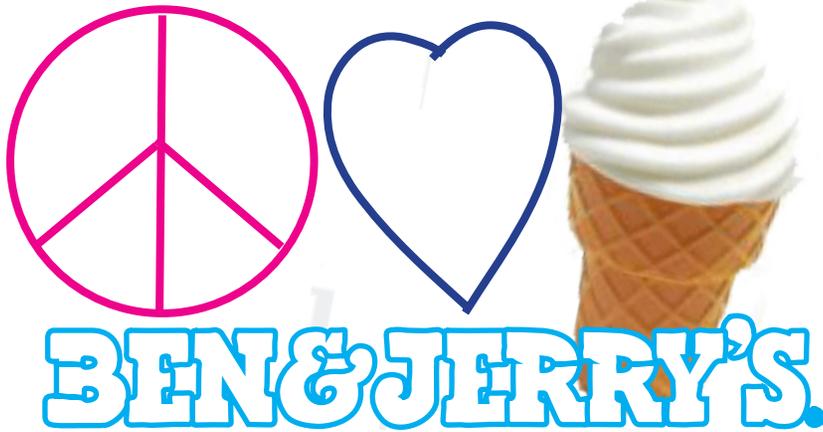
**Mission Marzipan
Flipped Out
Peanut Butter Cookie Dough**

Ben & Jerry's Survey Questions

1. Do you eat dessert? YES NO
2. What is your favorite dessert?
3. Do you typically buy dessert in the grocery store?
YES NO
If you answered YES, then what kind of dessert and what is your favorite?
4. Do you buy organic products or are you aware of where products are produced?
YES NO
5. Does price influence your product choice? YES NO
6. Do you like Ben & Jerry's ice cream? YES NO
7. Have you bought Ben & Jerry's ice cream? YES NO
If so, when do you last purchase Ben & Jerry's?
8. Do you prefer another brand to Ben & Jerry's?
YES NO
If so, what brand?
9. How often do you eat Ben & Jerry's?
10. Do you think Ben & Jerry's is expensive? YES NO
11. Have you ever been to a Ben & Jerry's ice cream shop? YES NO
12. Are you aware of any other Ben & Jerry's products? YES NO
13. Have you ever seen a Ben & Jerry's ad or commercial? YES NO
14. Have you ever visited the Ben & Jerry's website? YES NO

Please tell us a little about yourself:

15. MALE FEMALE
16. Age:
18. How much would you spend on a container of ice cream:
 - a. \$6.01 - \$8.00
 - b. \$4.01 - \$6.00
 - c. \$2.01 - \$4.00
 - d. \$0 - \$2.00



males had no interest in buying ice cream unless it was \$0.00 to \$4.00. About three quarters of them had had no interest in buying Ben and Jerry's because it is too expensive and because they prefer another brand. Overall, results between the two genders were that 99% of the sample had never been to the Ben and Jerry's website or heard of there other products.

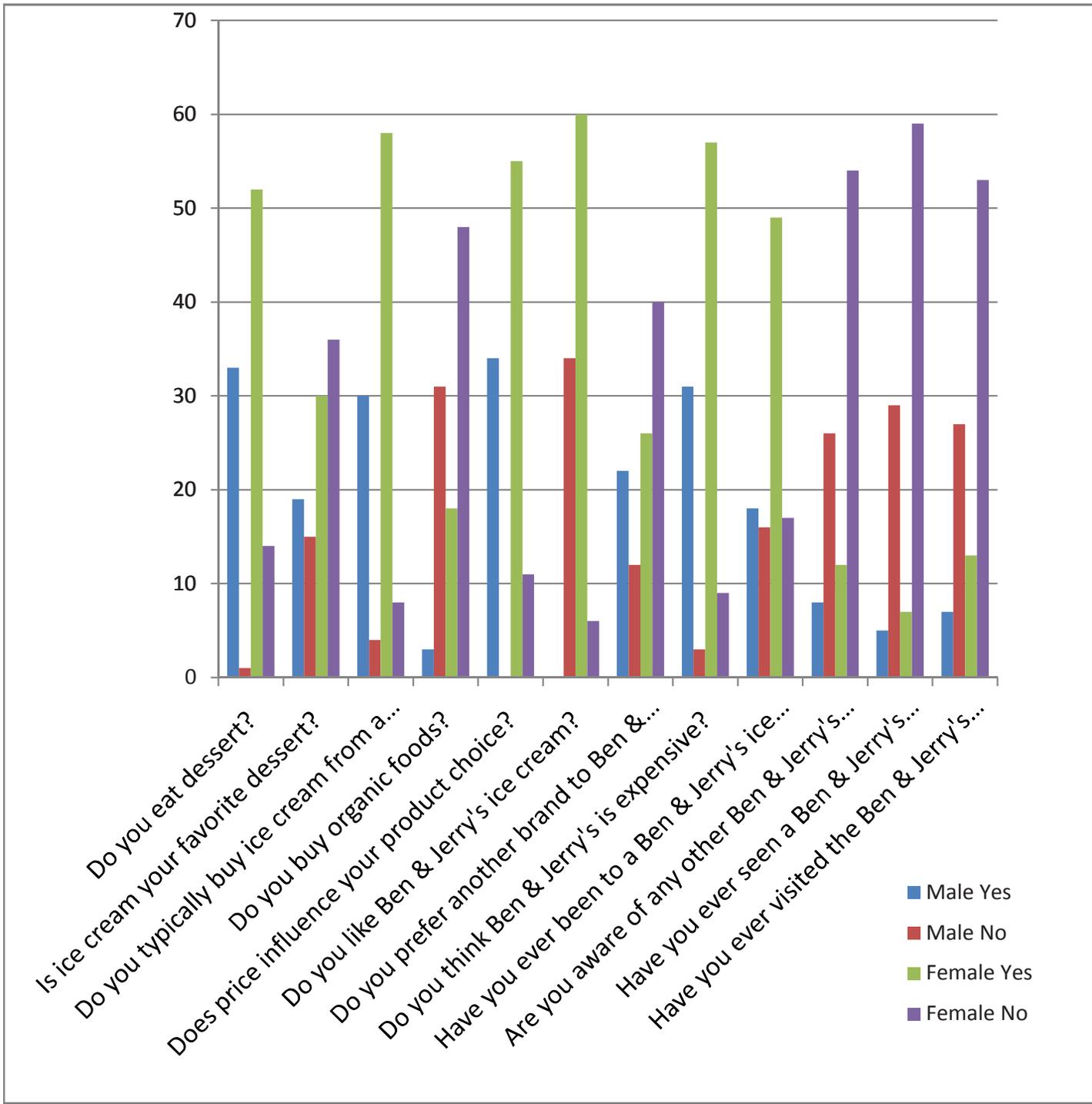
Research Results

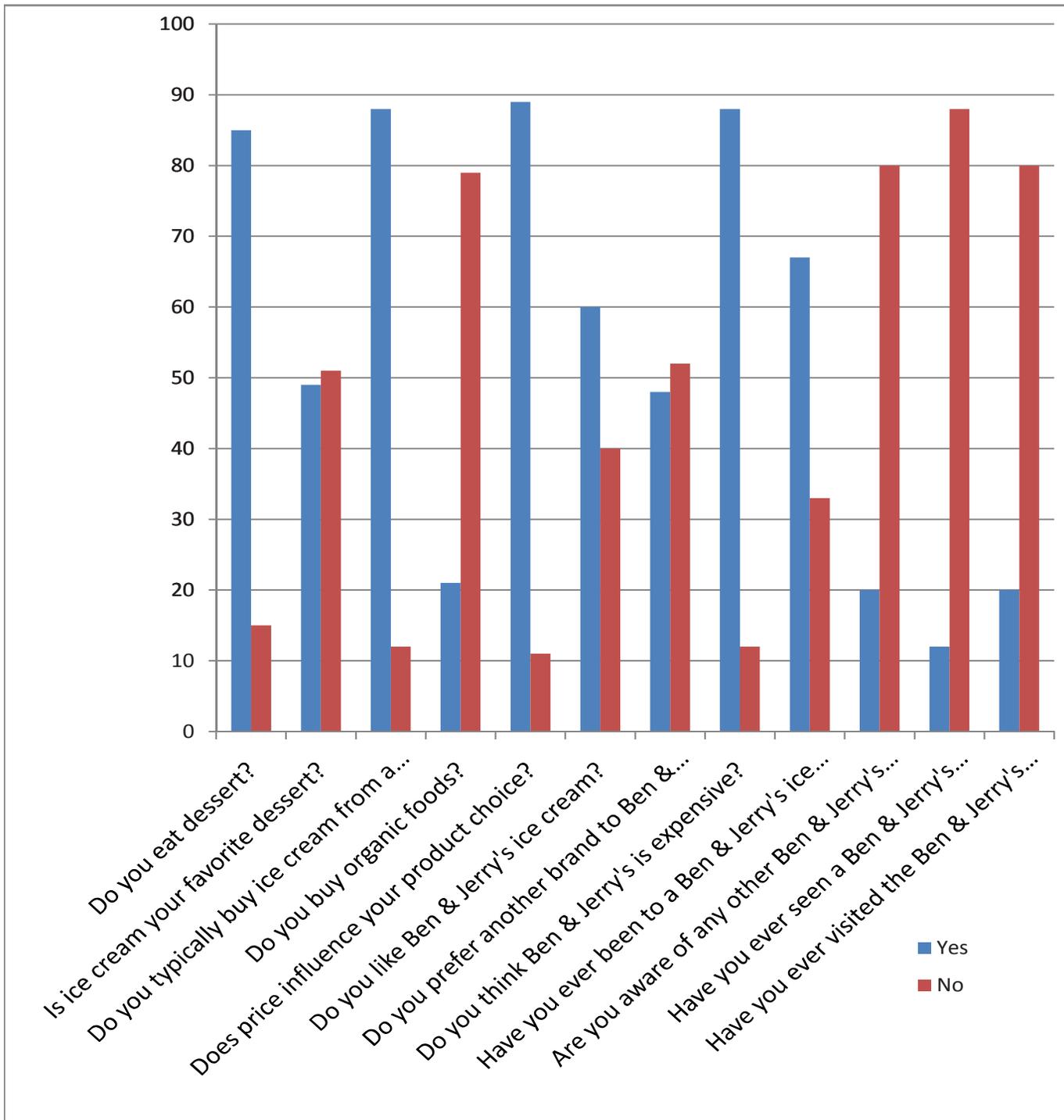
When surveying our sample these were the key findings that we found. About 90% of everyone enjoys and eats ice cream. The overall difference is women enjoy and buy ice cream more. Females are willing to spend more on ice cream and buy it within a grocery store, but only about once a month. Females, however, put more thought into ice cream and the products, but about 70% were unaware of other Ben and Jerry's products sold.

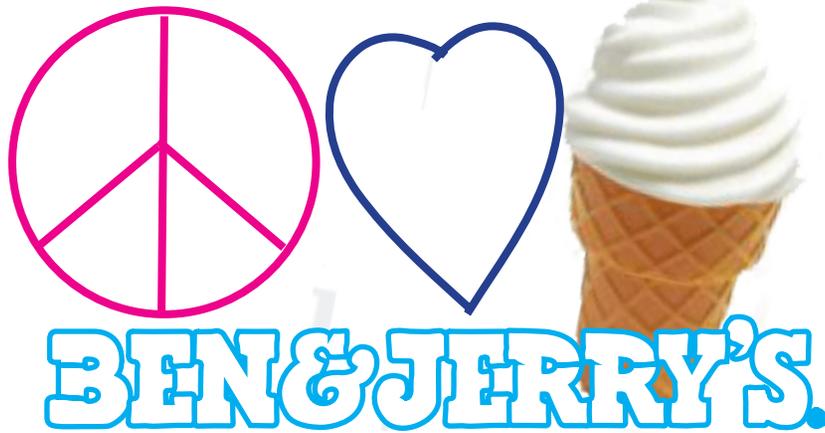
When comparing our results against females, the

Key Findings:

- Three-Quarters of males think Ben and Jerry's is too expensive
- None of the males surveyed bought Organic
- 50% of women buy organic when it is affordable
- Women are willing to pay \$2 to \$6 on ice cream
- Edy's and Bryer's is Ben and Jerry's main competition
- About 70% of women and men are unaware of Ben Jerry's other products and had not visited the website.







Target Market

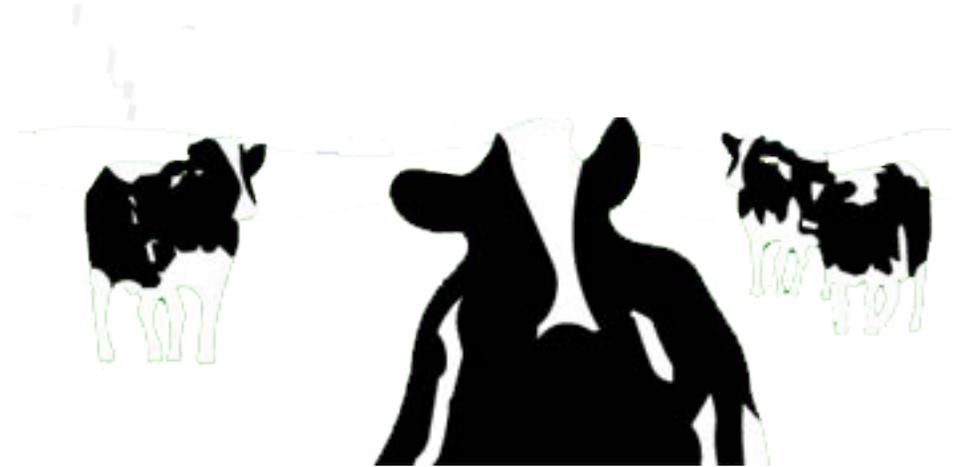
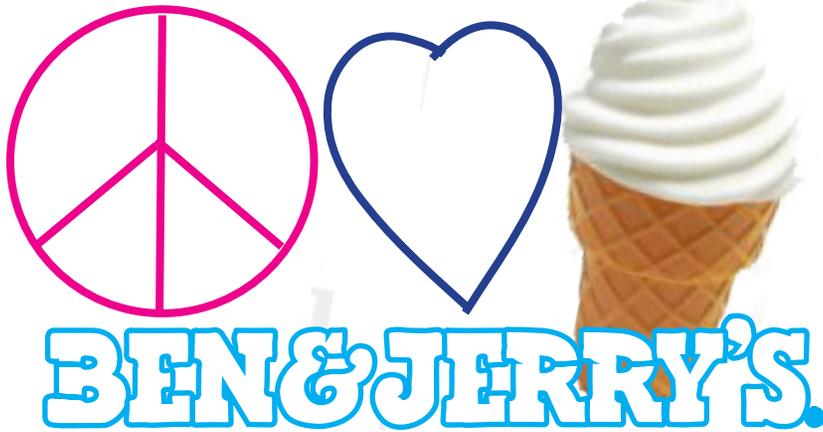
Ben and Jerry's opportunity target market was defined by our research. This campaign will be based around women. Women are the ones that make the purchasing decisions within the home and have a defined idea of what they want. Value is more important to women, than to men when buying ice cream.

The women being targeted will be from ages 20-40 years of age. They will probably have a family size of two to five. The average family income is

\$30,000 plus. We are targeting women who care about what products they put into their bodies because Ben and Jerry's is eco-friendly company. Ben and Jerry's support local farmers, their containers are green and they are always sponsoring a cause for the environment.

The ideal customer for Ben and Jerry's will be a stay at home mother around the age of thirty-three who has a growing family. She is a woman who does the shopping for the household and cares about the food she buys for her family.

Ben and Jerry's company is mostly popular in the Northern United States. We believe that this is a opportunistic time to shift Ben and Jerry's products towards the Southern United States because it has the chance to grow and gain more customers.

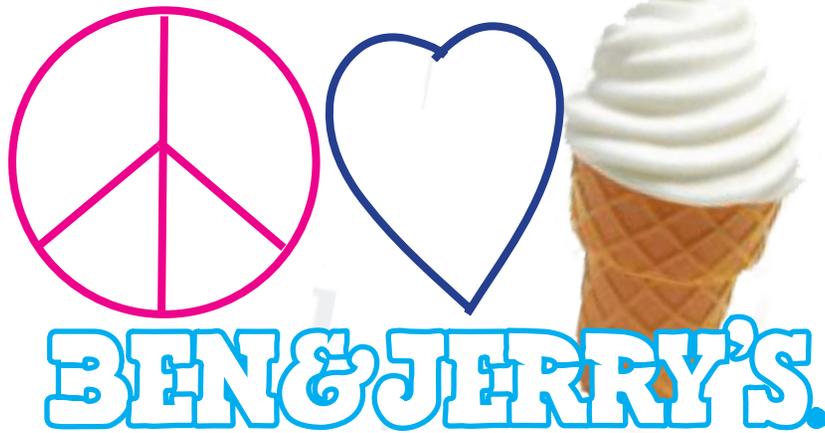


Message Strategy

Positioning:

Ben and Jerry's is the ice cream that is rich with flavor, organic and gives value to the family.

We have decided to position, Ben and Jerry's ice cream, to women who have families, have a decent income and do the weekly to biweekly grocery shopping. Ben and Jerry's have more value in a pint size container than compared to its competitor's brand. We will position Ben and Jerry's for its green friendly attitudes, that is locally grown, that it is organic and healthy.



Communication Style and Approach

Promotions:

- **Coupons-** Most mom's are on budgets and love a great boost that is value so giving them a coupon will give them that extra incentive to buy
- **Free Sampling at grocery stores-** Putting samples out in grocery stores will initiate the purchase

Advertising

- **Magazines (Glamour, Shape, and Instyle).** We choose these magazines because they are read by mostly women.

Radio we choose to put it on local stations where women are most likely to listen. For example soft rock or pop music

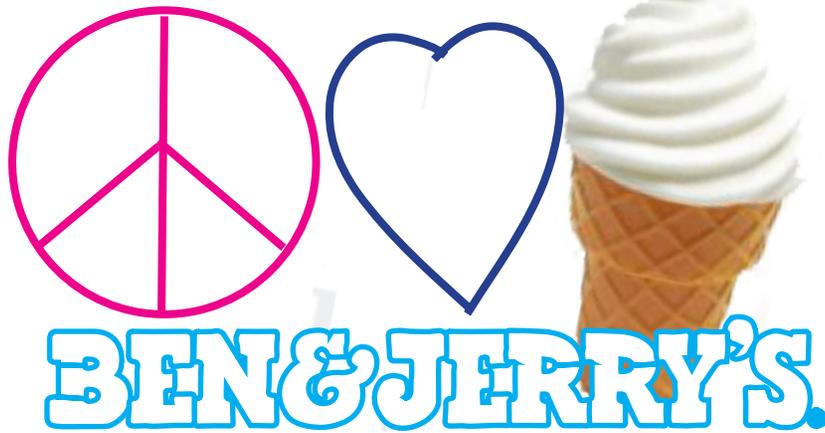
Television the channels we use will focus mainly on women. TLC, WE TV, and the oxygen networks.

Public Relations

- **Magazine Article** write ups or article done on Ben and Jerry's being eco- friendly.
- **Sponsorship** we plan on sponsoring a walk in the Southern States.

The Big Idea:

Our big idea is to have women buy Ben and Jerry's on a weekly to bi weekly basis over our competitors.

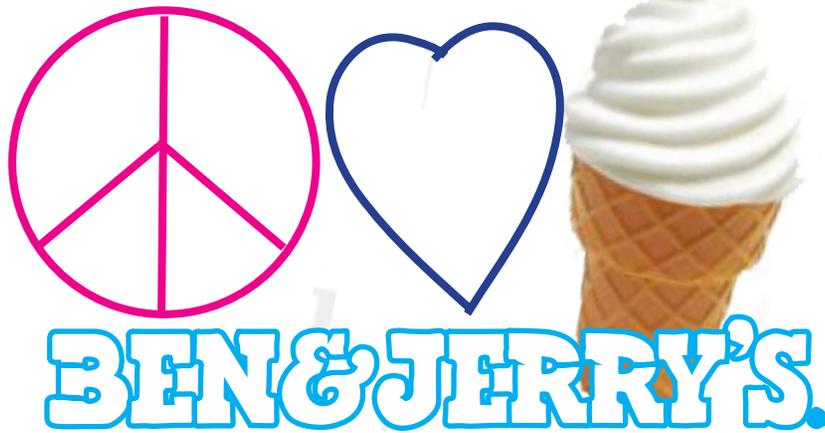


Marketing Communications Objective:

To develop an ad campaign, we have to make sure that we are targeting the correct market. We think that it is important to make women between the ages of 20 and 35 aware of the “value” and nutritional facts found within a container of Ben & Jerry’s ice cream. Ben & Jerry’s current advertising strategy seems to be geared towards children and younger people in their teens, twenties, and thirties. This strategy is somewhat consistent with the target market that we wish to focus on. We feel that most

women in the southeast region who would be buying Ben & Jerry’s products and going to your local grocery stores are going to be stay-at-home moms, recent college graduates, college students, and working class women while ranging in age from 20 to 35. After learning that the majority of our respondents who ate ice cream and have enjoyed Ben & Jerry’s products fell into the age range of 20 to 35, we feel that they are the best market to target. We want to increase shopping of Ben and Jerry’s from monthly to bi-weekly.

“ The United States is the largest consumer of ice cream in the World (icecream.net).”



Creative Strategy:

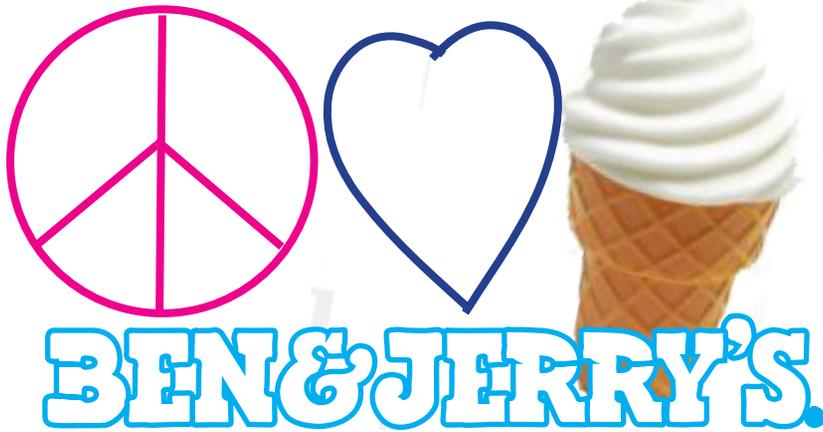
Objective

To create an campaign that targets women aged 20 to 35 years old, resulting in Ben & Jerry's being purchased more often than your competitors. Ben & Jerry's offers gourmet ingredients while using organic products and local farms, with a well-established brand image and brand name. We want to continue to use the existing brand equity of Ben & Jerry's and build on it within the southeast region. We believe that we can enhance

the existing brand name and appeal by making women more aware of the qualities and "values" that can be found within just a "pint" of Ben & Jerry's ice cream which will increase sales.

Messaging by Audience

In our campaign, directed at: stay-at-home moms, recent college graduates, college students, and working class women, in the southeast region, Ben & Jerry's will segment the audience and focus just on the desired demographics. By staying aware of where our target audience is within the purchase-response cycle, we are able to keep a close eye on their relation to Ben & Jerry's. We plan to reach our target audience with a successful combination of promotional messages that will lead them into the right direction towards the next step in the purchasing process.

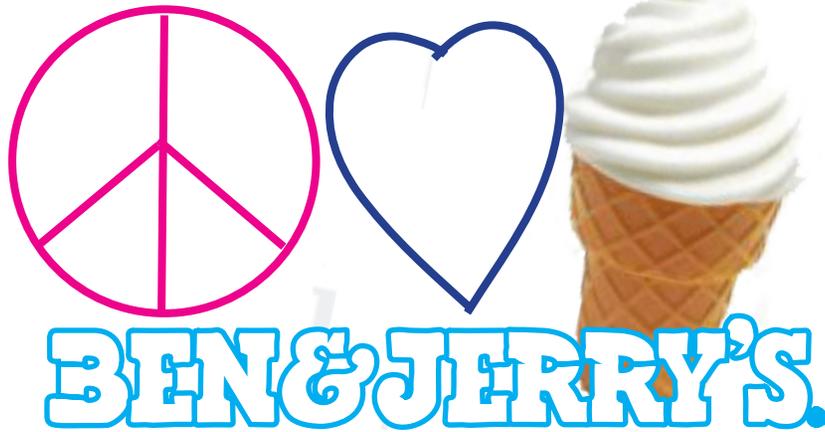


Elements of Campaign

This campaign will include multiple forms of advertising such as: print, television, radio, web advertisements, outdoors, and promotions. The overall tone of the advertisements incorporates a fun, loving, family attitude about ice cream. The current “mascot,” a cow, is a very effective part of Ben & Jerry’s recognized brand image. We want to maintain that recognition and continue using the cow as an instrument of showing love and the

importance of family and using local farms for ingredients. Through the use of charming characters and simple illustrations, our campaign will be attention grabbing, memorable, and endearing. The advertisements will not only generate interest but will inform women of the “value” found in Ben & Jerry’s pint size ice cream. We centered our creative strengths on a central theme, “A pint of family values!” The idea behind this is people purchase ice cream for a variety of reasons, whether its mood, stress level, boredom, hunger, PMS, or even because their children want it.

We want women to know everything there is to know about Ben & Jerry’s ice cream and offer them coupons and/or special deals for the vast variety of products that are offered by placing inserts in magazines or cut-outs in national newspapers. There is also the option of having a contest for customers; they would send in their ideas for a new flavor via Internet which will constitute for more Internet visitors on the Ben & Jerry’s website.



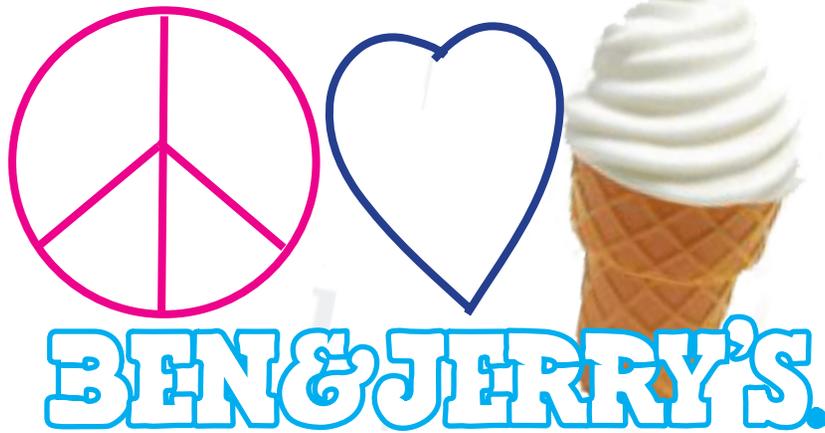
Budget: 15 million

Magazine

We allocated money to advertising in the top four magazines that had the highest reach with our target audience. This allocation goes to full-page color ads and different time periods for which the ad will run. These time periods range four, six, and twelve months depending on cost, discounts, and type of magazine. We chose this medium because it can and has a high reach for niche markets. The top four magazines that we plan to use are: Cosmopolitan, Southern Living, Good Housekeeping, & Shape.

Name of Magazine:	Circulation Totals:	Median Age:	Median HHI:	College Graduate: (Index=153)
Cosmopolitan	2,926,683	31	\$57,940	86
Glamour	2,290,452	33.4	\$65,771	108
In Style	1,757,429	34.5	\$80,868	138
Shape	1,701,023	35.7	\$81,465	153

Name of Magazine:	Price for Full Page Color:	Time Period Ad will Run:	Spending for Time Period:
Cosmopolitan	\$215,900	4x	\$863,600.00
Glamour	\$151,371	12x	\$1,816,452.00
In Style	\$138,600- (\$8,316)=\$130,284	6x (6% discount frequently)	\$781,704.00
Shape	\$152,830	4x	\$611,320.00
	26	Total Spending:	\$4,073,076.00

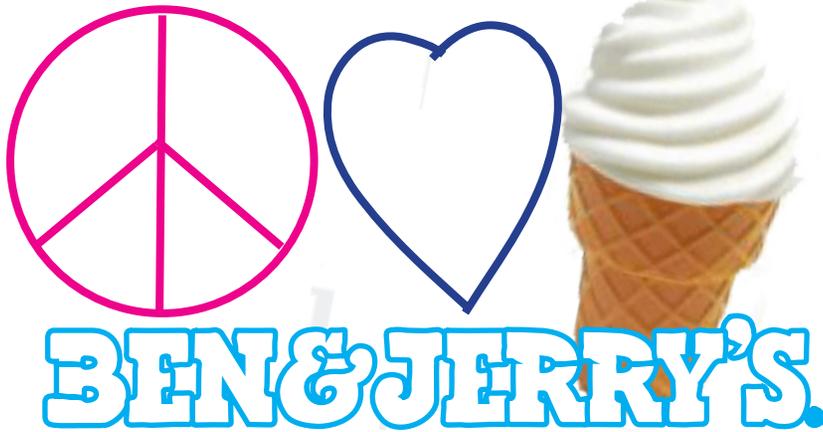


Outdoors

We allocated money towards outdoor billboards for advertising Ben & Jerry's. We felt this was an effective medium because it reaches a large audience at a very high frequency. Messages that are concrete and straight to the point allow for billboards to be the most effective to your target audience. On our billboards we plan to use illustrations of the Ben & Jerry's "mascot," portray family "values" found within a "pint," and comparing the nutrients of Ben & Jerry's compared to their competitors. We have selected geographic locations that we have chosen to place

billboards, which we believe to be vacation destinations in the southeast, consist of heavy traffic flow, and where the population of homeowners within our target audience is very dense. The locations that we have decided on are the following: Atlanta, Charlotte, Nashville, Knoxville, Charleston, Greenville, Orlando, Birmingham, Savannah, and Raleigh.

Number of Billboards:	Cost (per month):	Total Amount:
250	\$700	\$175,000.00
50	\$2,500	\$125,000.00
Total Per Month		\$300,000.00
6x months		\$1,800,000.00
	Total Spending	\$1,800,000.00

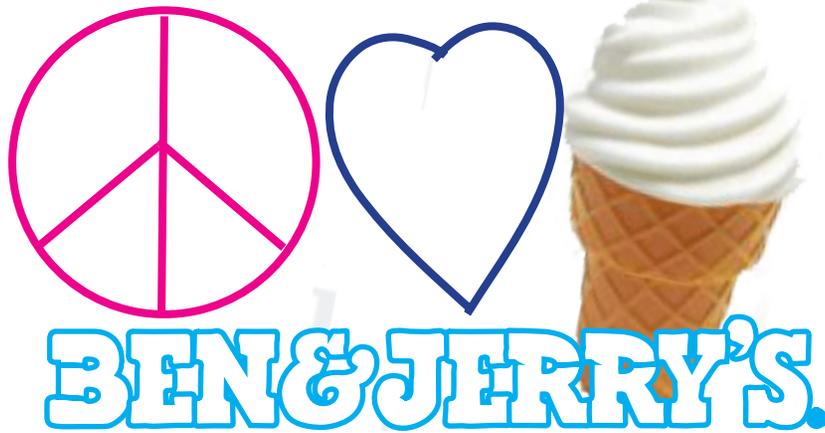


Promotions

A portion of our budget will go towards promotions beginning in January through the summer months because we believe that it would be a great marketing strategy for Ben & Jerry’s to host a Benefit Race in Atlanta, Georgia, which is a central location for all of the southeastern states to participate in. The Benefit Race will sponsor either a local or nationwide charity. At the Benefit Race there will be local bands that we have contacted to perform to provide entertainment to those who are not participating in the race but are

there for support and also for those who just came out to have a good time. There will be t-shirts and other types of clothing, cozies, stickers, magnets, games, toys, etc. sold at the Benefit Race and all of the proceeds will go to which ever charity that Ben & Jerry’s chooses to support. This will allow for Ben & Jerry’s to promote their ice cream and allow for consumers to buy their products while trying Ben & Jerry’s products and new flavors. Not only will this increase brand awareness, it represents that Ben & Jerry’s is contributing and strives to be involved with community efforts.

Promotions: Benefit Race	Spending:
Advertising - Banners, Flyers, Posters, etc.	\$250,000
Food & Drink	\$80,000
Venue Cost	Free
Concert - Local Bands - 5 different bands <i>Some bands said they would play for free and some gave a discount since the event was for a charity.</i>	\$5,000
Event Help/Staff - (some volunteers)	\$85,000
Banners, Posters & Decorations	\$50,000
Tents/Stages/Building/Equipment	\$300,000
Discretionary Items	\$230,000
Total Spending	\$1,000,000.00



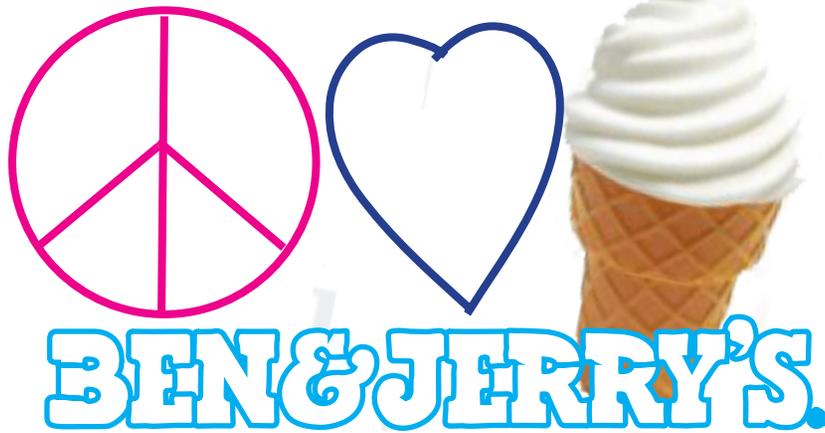
Newspapers

We allocated a portion of our budget to advertising Ben & Jerry's in a National Newspaper so we choose a national newspaper that had the most circulation which was USA Today. USA Today reaches a total circulation of around 2,199,052 individuals nationwide. Newspapers are one of the most flexible of all media. You can place an

advertisement on Monday and have it run on that Wednesday. Newspapers can be purchased weekly or annually. We plan to run a Ben & Jerry's advertisement biweekly in the USA Today in a 1/8th spot in black and white Monday through Thursday in the Food and Wine section and on Friday through Sunday there will be a color banner strip advertisement for Ben

USA Today	Circulation:	Cost:	Discount	Spending Amount:
1/8th black & white advertisement	26x Monday - Thursday	\$27,700	8%	\$662,582.00
Strip - Banner - Color advertisement	26x Friday-Sunday	\$67,200	8%	\$1,607,424.00
		Total Spending:		\$2,270,008.00

& Jerry's in the same section of the Newspaper. The advertisements will be different every other week. We will never repeat the same advertisement.

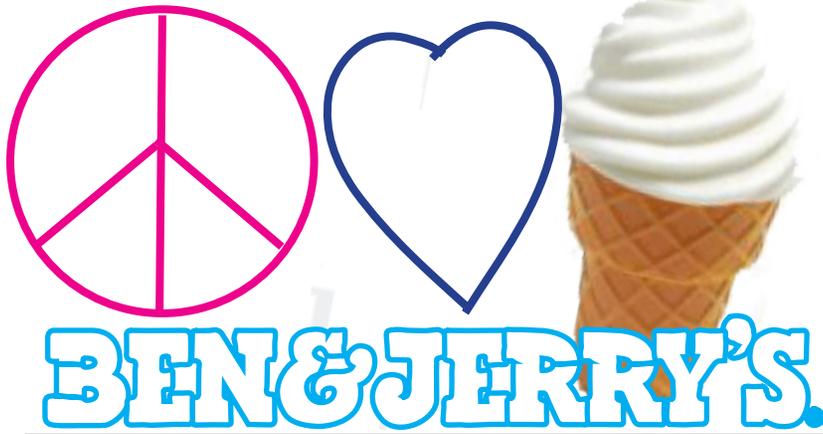


Internet

Part of the budget was allocated towards using the Internet as a way of advertisement. Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves. We have decided that since there has been and

continues to be such a rapid growth in Facebook users, mostly consisting of individuals who have already graduated from college, that Facebook would be a great website to advertise Ben & Jerry's at an inexpensive price. To run a banner side advertisement we set the price at one-cent a click and would agree to pay up to \$25.00 a day. This will allow to receive 2500 clicks per day to the Ben & Jerry's website. We believe that it is best to start off with only 2500 clicks per day and if you realize that you are needing more clicks then making the adjustment is very easy. The total cost for this advertisement will \$9,125.

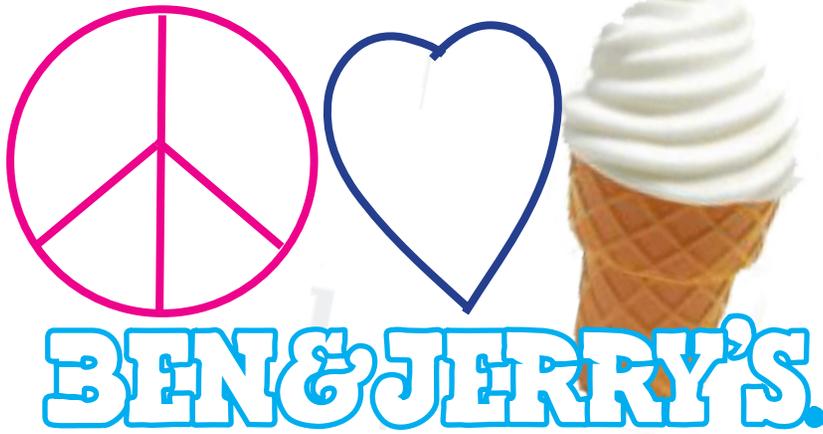
Internet:	Price per Click:	Cost per Day:	# of Clicks per day:	Total Spending Amount:
Facebook	\$0.01	\$25.00	2500	\$9,125



Television (Primetime)

A large portion of our budget will be dedicated to television commercials in primetime slots. This media outlet will reach our target audience in a broader scale and will be visually enticing to viewers. We chose to focus on shows on main networks that are popular with women who within our age range. The television spots will be thirty-second commercials during shows such as Grey's Anatomy, Desperate Housewives, and Reba.

Network	Show	Spending
ABC	Movie of the Week	\$98,650.00
ABC	Grey's Anatomy	\$445,500.00
ABC	Desperate Housewives	\$48,550.00
	Total Spending - ABC -	\$592,700.00
NBC	The Office	\$238,700.00
NBC	My Name is Earl	\$191,886.00
	Total Spending - NBC -	\$430,586.00
WB	Reba	\$39,600.00
	Total Spending - WB -	\$39,600.00
	Total TV Spending	\$1,062,886.00
	3 Shows Each	\$3,188,658.00
	X 1 Exposures	\$3,188,658.00
	Total TV Spending	\$3,188,658.00



Final Budget Total is:

Media Selection & Budget:

Outdoor:	\$1,800,000.00
Magazine:	\$4,073,076.00
Promotions:	\$1,000,000.00
Newspaper:	\$2,270,000.00
Internet:	\$9,125.00
T.V.:	\$3,188,658.00

Advertising Expenditures: \$12,340,859

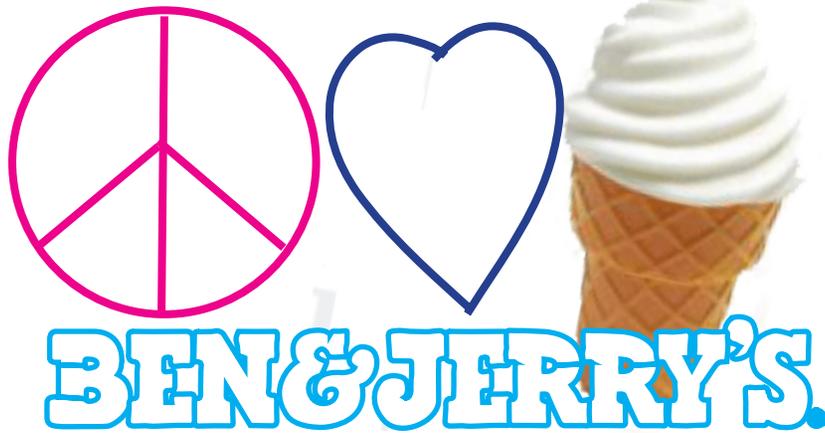
Production & Materials: \$500,000 (Production for the television/Outdoor advertisement)

Insurance, Utilities, Licensing \$500,000

Agency Fees: 10% of total cost: \$1,234,085.90

Total Expenditures: \$14,574,944.90

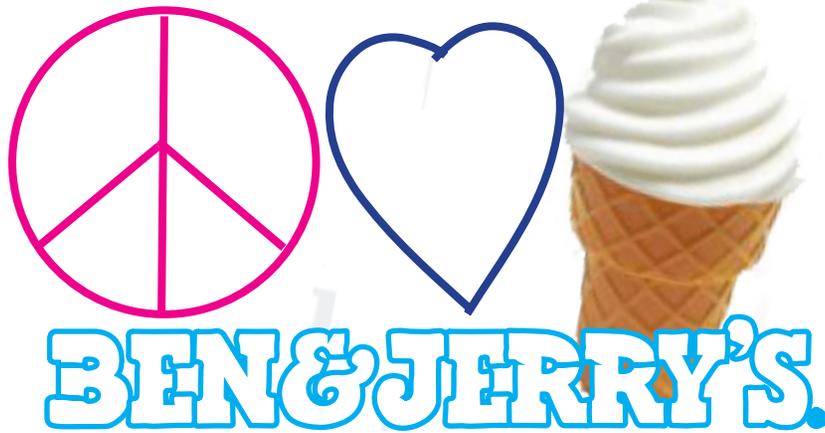




Post Test

To find out how effective our campaign was, we will distribute a follow up survey. It will consist of similar questions asked in the initial questionnaire. Our goals were to increase sales as well as brand awareness. In hopes these goals were met, we will ask people about their awareness to different aspects of our company, including, our ingredients, flavors, green image, etc. We also will ask how frequently they buy Ben & Jerry's ice cream each week and month to compare and see if sales have

increased. By finding out the awareness compared to the initial questionnaire and looking to see if sales have increased will be a good predictor of effectiveness of the campaign. Depending on the results, we will intensify this campaign and continue it, or figure out any weaknesses present and attempt to correct them to reach the company's goals.



Closing Summary

The “Peace, Love, and Ice Cream,” campaign was a movement that explored the core values of all Americans. The marketing plan presented our company’s strategy to attract new customer markets, remind current customers of the Ben & Jerry’s experience. The primary objective of this campaign was to promote Ben & Jerry’s philanthropic activities and appeal to the audiences’ emotions in an effort to increase sales and brand awareness within the product market. Through

a campaign full of fun and excitement, from radio spots to print advertisements, we hoped to raise awareness about Ben & Jerry’s environmental advocacy programs.

Cave 67 was excited because the “Peace, Love, and Ice Cream” campaign has been a fun movement that allowed Americans to give back to the community through the consumption of tasty, frozen desserts. This movement was a universal call to action that, through ice cream, made a change on a global level, beginning with individuals’ personal actions. Americans today are concerned with personal health, environment conservation, and energy renewal. Ben & Jerry’s was built on these fundamentals and still stand by these values set forth by a couple of self-aware ice cream connoisseurs decades ago.