

Chapman's

Chapman's Seasonal Growth

Creative Horizons Agency

November 30th, 2024

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Figure 1.
"Chapman's Logo"
<https://www.convenienceandcarwash.com/wp-content/uploads/2022/02/Screenshot-2022-02-02-121303.png>



Figure 2.
"Chapman's ice cream box artwork"
https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcSj1DKGI-XbVX3yoswQyykko_-yCjH_C-zWQECA&s

Who we are

Hello and welcome,
I am Ethan Garfinkle and I work here at
Creative Horizons Agency!

I am very excited to show you our teams
strategic plan for Chapman's ice cream,
aimed to push for year round sales growth
within the Canadian market.

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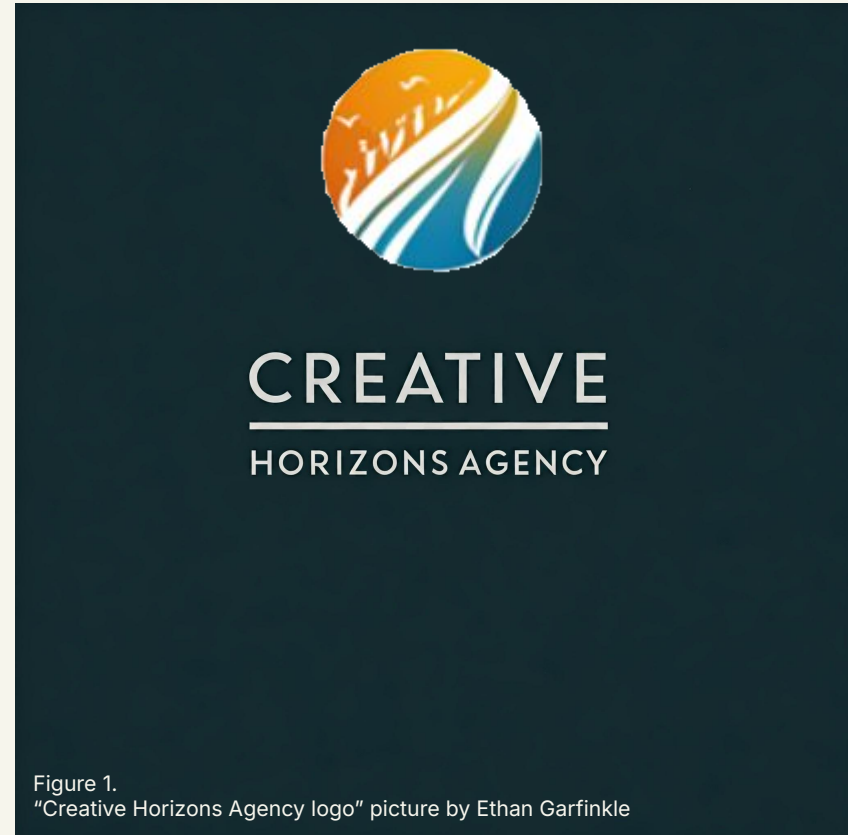


Figure 1.
"Creative Horizons Agency logo" picture by Ethan Garfinkle

Situation Analysis

Market Position

- #1 spot in Canada, with a 19.5% market share in 2024.
- 4.4% lead over its closest competitor.

Challenges

- Experienced decline from 23% market share in 2020.
- need to address competition and seasonal sales dependency.

Opportunities

- Consumer trends shifting towards health conscious and sustainability.
- Rise in flavor exploration and demand for nostalgic experiences.
- Consumers want brands with a strong image.

Target Consumer

- Families who value affordability, tasty treats, high quality standards & diverse ice cream flavours suiting all dietary needs.

Our Strategic Growth Plan For Chapman's

Proposed Growth Strategy

- Launch seasonal plus limited edition flavors.
- Year round engagement initiatives/programs.
- CSR driven brand loyalty programs.

The Fit Factor

- Aligns with consumer trends such as flavor exploration and more health consciousness.
- Addresses a key weakness of seasonal sale dependency.
- Builds upon Chapman's strengths; strong brand reputation, local roots and diverse products.

How This Plan Outperforms

- Unlike expanding into entirely new product categories, seasonal flavors leverage existing expertise and resources which helps to minimizing the risk.
- Focusing on CSR and year round engagement strengthens loyalty and brand differentiation against the competitors.

Some Key Highlights

Target traits

Segment A

Families with children <12 looking for affordable yet tasty ice cream.

To be enjoyed together during shared experiences

Segment B

Individuals who are increasingly aware of their dietary choices and focused on overall health.

Motivated by health trends and willing to pay a premium.

Segment C

Consumers who value traditional flavors and nostalgic experiences.

Drawn to products that evoke memories and comfort. Purchases to share with others.

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Figure 1. "Four seasons", Pinterest
<https://dk.pinterest.com/pin/four-seasons-work-sheets-and-printables--593630794659654353/>

Key Programs

- Four limited time seasonal flavours.
- Aligns with market trends or seasonal celebrations.
- Seasonal packaging to make product stand out.



Figure 2.
Designed by freepik (www.freepik.com).

Seasonal Engagement

- Monthly promotional campaigns.
- Social media sharing to engage consumers and to offer discounts.

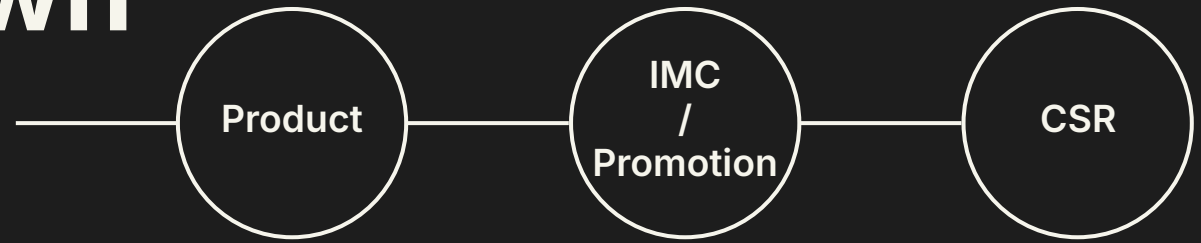
What's New/Different?

- **Seasonal Flavors:** Innovating with limited-edition, trend-aligned flavors to create excitement and urgency in purchasing all year round.
- **Digital and Physical interactions:** Combining social media campaigns with in store promotions.
- **CSR Integration:** 5% of premium ice cream revenue donated to hospice, emphasizing on community helping.

What we are asking for:

- By the end of 2025 the goal is to achieve a 20% increase in year round sales within the Canada sector.
- A budget of \$520,000. This will cover product innovation, promotional strategies and CSR offerings.

Detailed Budget Breakdown



Summary of budget details:
 Product Strategy
 → \$220,000
 IMC/Promotion Strategy
 → \$205,000
 CSR Strategy
 → \$95,000
 Grand Total Of Costs
 → \$520,000

Nonworking costs:
 Flavour creations → \$40,000
 Seasonal packaging → \$25,000
 Working costs:
 Production cost for the new
 flavours (Limited Edition plus
 seasonal) → \$100,000
 In store placements plus
 promoting them → \$55,000
 Total → \$220,000

Nonworking costs:
 Content development (Social Media
 Posts, Video Production, Visual
 Materials) → \$70,000
 Copywriting for Flyers and
 Promotional Material → \$20,000
 Working costs:
 Social media advertising → \$30,000
 Retailer flyers → \$10,000
 Implementation Costs (Workforce,
 Delivery, Advertisement Production)
 → \$45,000
 Agency payment → \$30,000

Total → \$205,000

Nonworking costs:
 Program development and
 Materials → \$65,000
 Working costs:
 Hosting events → \$30,000
 Total → \$95,000

Overall



Figure 1.
"Promotions Image"
<https://www.wisconsinaviation.com/sites/wisconsinaviation.com/files/2019-05/promotion-banner.png>

Seasonal flavours plus promotions

- Why It Will Work
 - Seasonal flavors create buzz and urgency, driving short-term sales spikes.



Figure 2.
"CSR Image"
https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcT87FxQqjTmQnTk9_VrcHHWRQIKr0k4nfFu5q&es

CSR Initiatives

- Why It Will Work
 - Builds emotional connections with families, who value brands that give back to the community.



Figure 3.
"Trade offs vs risk"
<https://keydifferences.com/wp-content/uploads/2016/12/opportunity-cost-vs-trade-off.jpg>

Trade offs & Risks

- Seasonal flavors might not appeal to all consumers. Market research helps mitigate this risk.
- CSR initiatives require high upfront costs but have long term benefits in loyalty and reputation.