

Marketing Plan Group Assignment

Chapman's

Market Agency:

Creative Horizons

Team Names:

Ethan Garfinkle 160022208

Alexander Swamy 137545216

Joleen Pao 164753238

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Executive Summary

Chapman's ice cream is a leading Canadian brand, positioned well to have significant growth opportunities in the Canadian market. Despite having a slight drop in market share from 23% in 2020, to now at 19.5% in 2024, Chapman's still remains ahead with a 4.4% market share lead over the next biggest competitor. My strategic plan proposes leveraging the current market trends which include, rising health focuses and sustainability efforts, not only to retain market share but to expand market share.

This opportunity comes from changing mindsets for a healthier and sustainable product. Chapman's having a strong positive history on high standards for their offerings are aligned with these trends. The proposed strategy is focused upon expanding more health centered products, promoting year round engagement with consumers and having sustainability offerings to strengthen the brand and loyalty further.

Our key strategies include introducing seasonal flavours, engaging customers through product promotions and reinforcing CSR activity. By the end of 2025 the goal is to achieve a 20% increase in year round sales within the Canada sector. In order to accomplish this plan we are asking for a budget of \$520,000. This budget will cover our product innovation, promotional strategies and CSR offerings.

Upon approval, the initial focus we have set is on launching the new seasonal flavours and implementing promotions to spread awareness on the new flavours. This will gain immediate attention from consumers and make them interested in buying which leads to gain in our sales.

Situation Analysis

Market Analysis

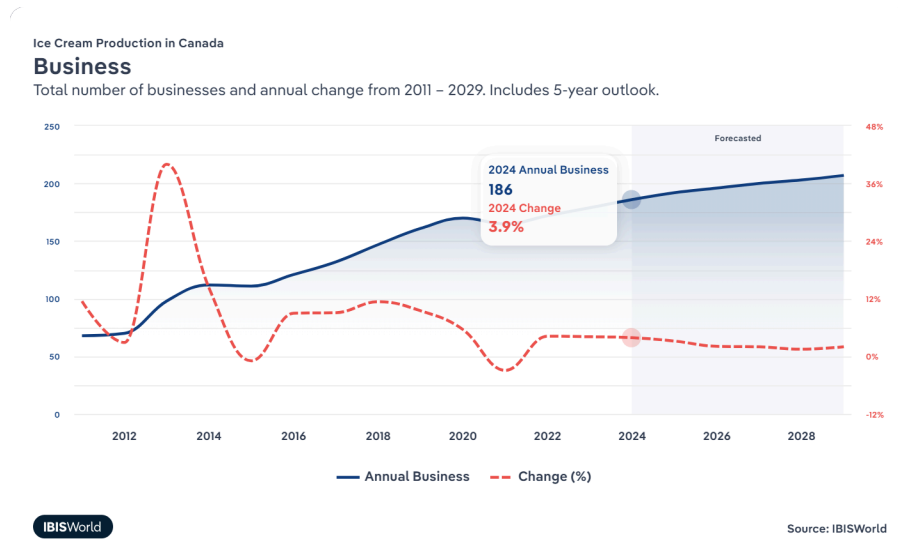


Figure 1:

<https://my-ibisworld-com.libaccess.senecapolytechnic.ca/ca/en/industry/31152CA/performance>
(Lombardo)

- Ice cream businesses have gone from 161 businesses in 2019 to 186 businesses in 2024 which is a 2.9% increase.
- Happened in 6 years indicating that it is a fast moving market.

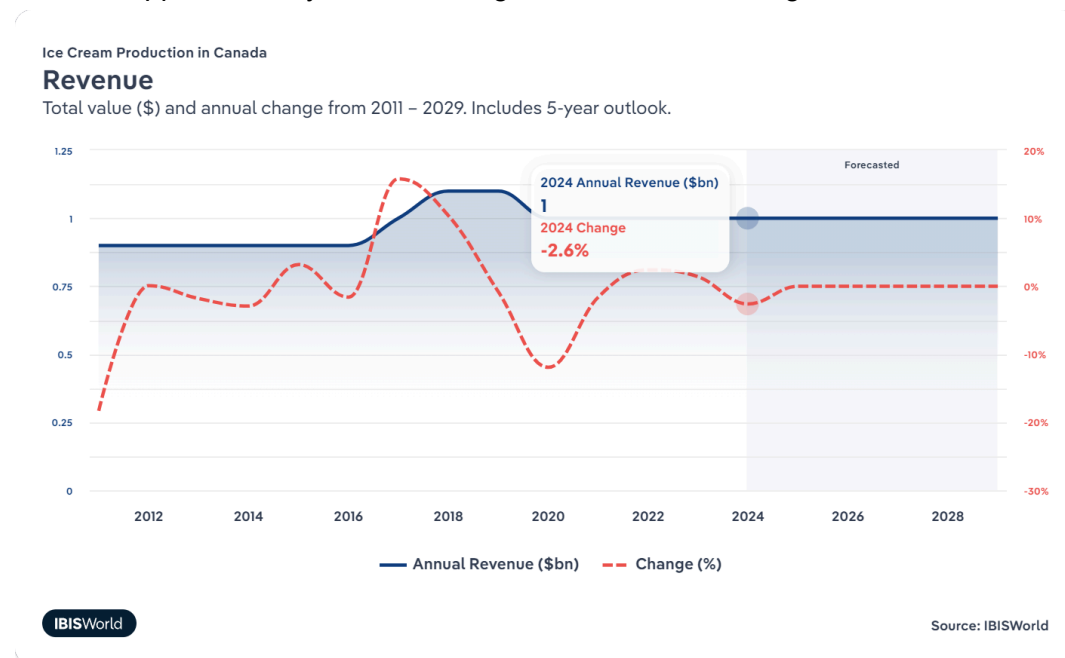


Figure 2:

<https://my-ibisworld-com.libaccess.senecapolytechnic.ca/ca/en/industry/31152CA/performance>

(Lombardo)

- Total revenue went from \$1.1 billion in 2019 - 1 billion in 2024 which is a 2.6% decrease.
- The total revenue has been just about holding at \$1 billion overall.

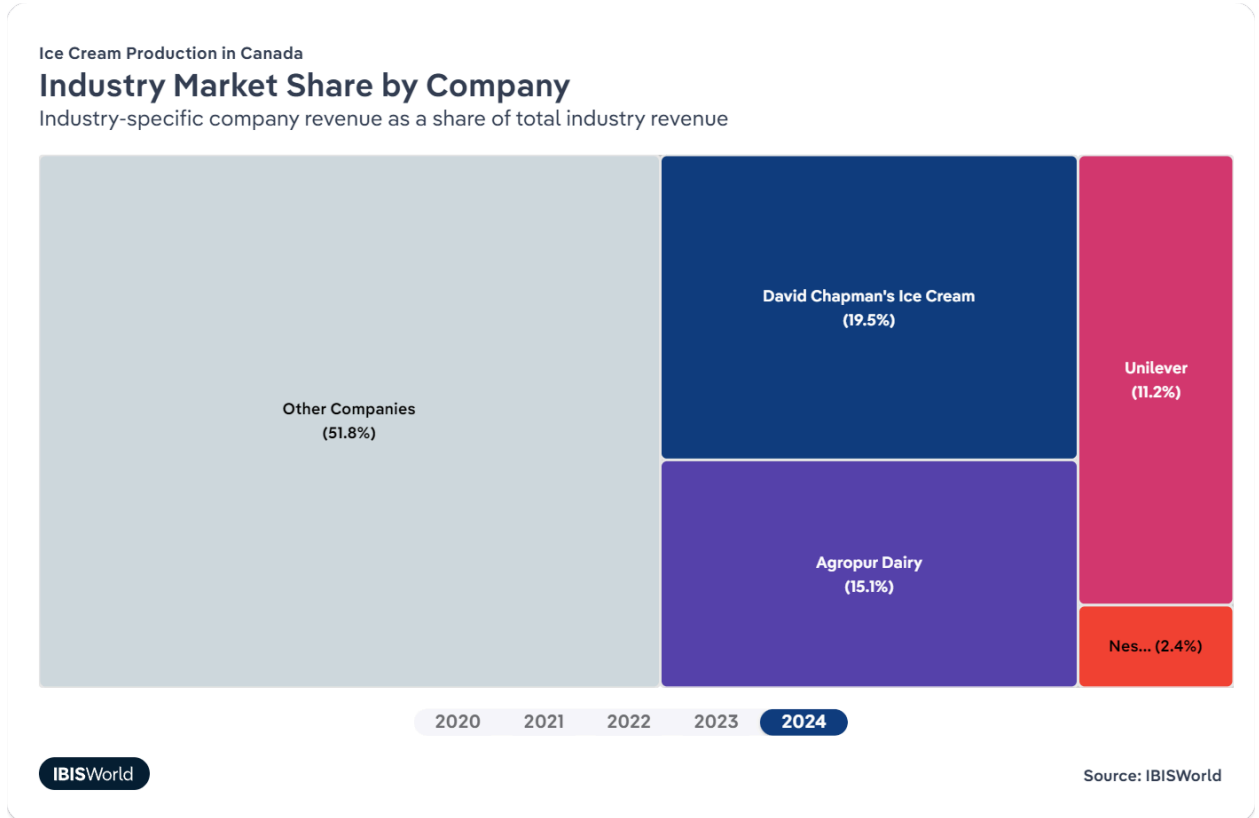


Figure 3:

<https://my-ibisworld-com.libaccess.senecapolytechnic.ca/ca/en/industry/31152CA/external-environment> (Lombardo)

- Major players market share in 2024 indicates that Chapman's as a company is the biggest player
- From 2020 -2024 Chapman's has remained in the #1 spot for market share
- 23% market share in 2020 - 19.5% share in 2024 indicates a 3.5% drop but they are still holding strong.
- Currently Chapman's have a 4.4% advantage over the next biggest ice cream company.

Ice Cream Production in Canada

Products & Services Segmentation

Industry revenue in 2024 broken down by key product and service lines.

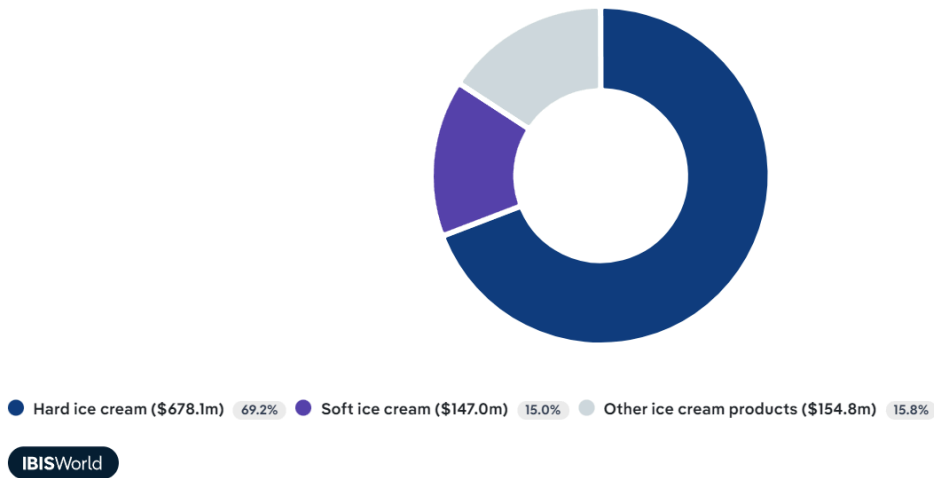


Figure 4:

https://my-ibisworld-com.libaccess.senecapolytechnic.ca/ca/en/industry/31152CA/products-and-markets#products-and-markets_products-and-services (Lombardo)

- Hard ice cream is shown to be the most popular ice cream choice at 69.2% with \$678.1m in revenue.
- Hard ice cream popularity is 38.4% higher than Soft and other options combined.

Ice Cream Production in Canada

Major Market Segmentation

Industry revenue in 2024 broken down by key markets

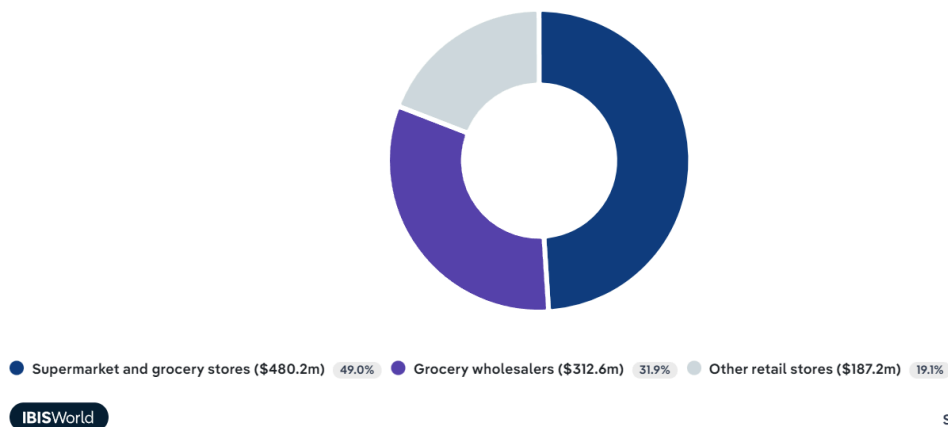


Figure 5:

<https://my-ibisworld-com.libaccess.senecapolytechnic.ca/ca/en/industry/31152CA/geographic-breakdown> (Lombardo)

- Key markets indicate that Supermarket and grocery stores have highest share of 49% with \$480.2m in revenue

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- Supermarkets and Grocers have a staggering 80.9% market share compared to 19.1% from others.
- This shows us that people are 61.8% more likely to buy at Supermarkets or Grocery stores/Wholesalers compared to others.

Company Analysis

Chapman's was established in 1973 in Markdale, Ontario, founded by David and Penny Chapman. To this day, Chapman's is still maintained as a family-run company, operated by David, Penny, and their son, Ashley. As a well-known Canadian ice cream and frozen treats brand, they have developed more than 280 products manufactured by the company itself, including premium ice cream, frozen yogurt, sorbet, water ice, Lolly's, and more. Starting in 2001, in order to serve customers better, Chapman's dedicated itself to building distribution centres and organizing a delivery team across Canada.

Market share of the leading ice cream brands in Canada in 2017

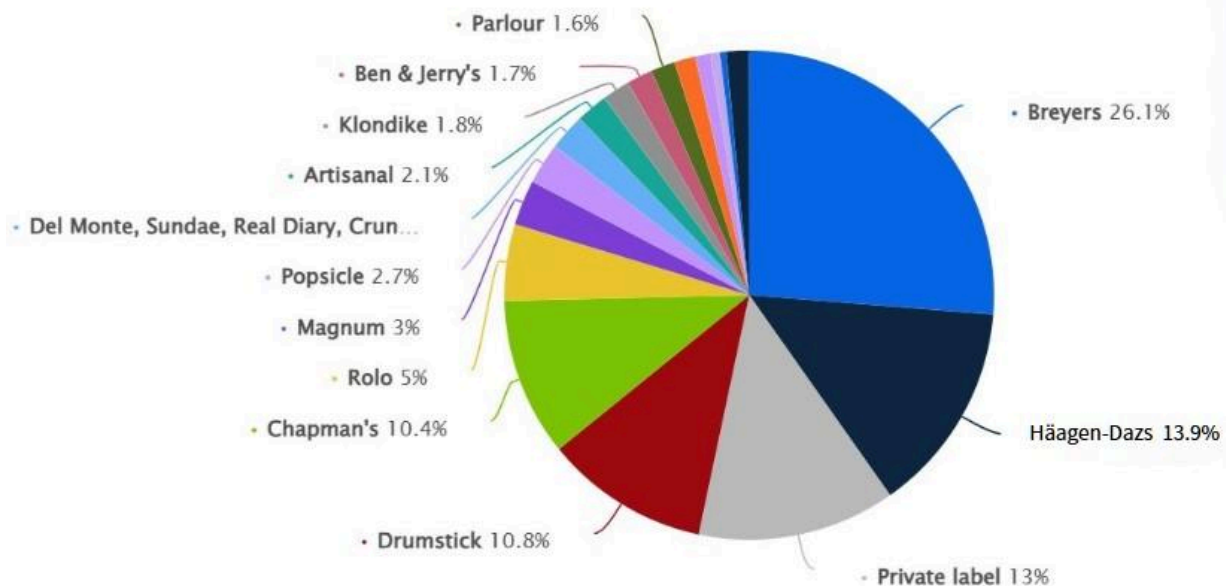


Fig. 1. Agriculture and Agri-Food Canada. "Market Share of The Leading Ice Cream Brands in Canada in 2017." Statista, Statista Inc., 1 Mar 2020, <https://www-statista-com.libaccess.senecapolytechnic.ca/statistics/1103456/ice-cream-brands-market-share-canada/> (Conway)

Chapman's claims it is the largest independent ice treat manufacturer in Canada. According to the statistical chart from Statista, prepared by Agriculture and Agri-Food Canada, Breyers had the largest ice cream market share in Canada at 26.1%, and Häagen-Dazs had a 13.9% share in 2017, making it the second largest. However, Breyers, Häagen-Dazs, and Drumstick, the top three leading ice cream brands, are all U.S.-based. Therefore, Chapman's is verified as the largest Canadian local ice cream company in 2017, with a market share of 10.8%.

Retail Sales of The Leading Ice Cream Brands in Canada in 2017 (in Million U.S. Dollars)

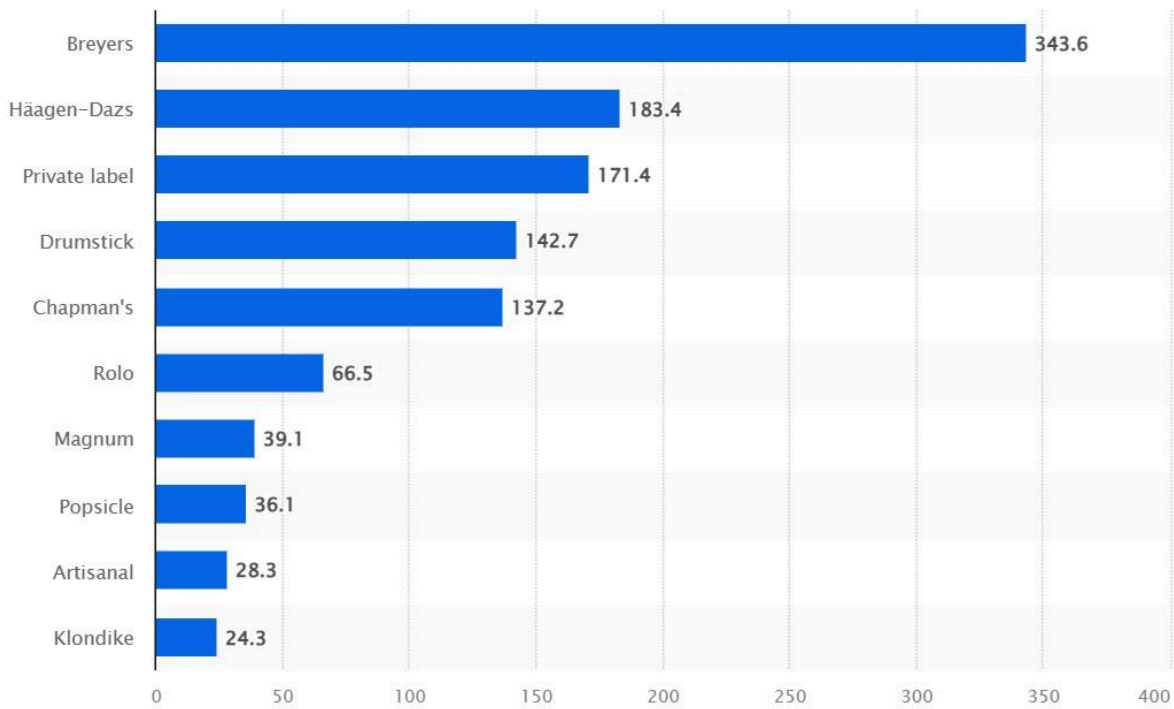


Fig. 2. Agriculture and Agri-Food Canada. "Retail Sales of The Leading Ice Cream Brands in Canada in 2017 (in Million U.S. Dollars)." Statista, Statista Inc., 1 Mar 2020, <https://www-statista-com.libaccess.senecapolytechnic.ca/statistics/1102869/top-ice-cream-brands-retail-sales-canada/> (Conway)

According to the graph illustrating the ice cream brands' sales in 2017, Chapman's achieved 137.2 million US dollars in fourth place compared to the other three US brands operating in Canada.

Popular Product of Chapman’s

Brand	Product Name	Product Type	Version	Size	Format
Chapman's	Markdale Creamery	Ice cream	15 flavors (award winner: Maple Crunch)	4 x 2L	Individually shrink paper box
Chapman's	Super Sandwich	Ice cream sandwiches	Vanilla Neapolitan Caramel Saucy Spots Vanilla Yogurt Double Decker Li'l Ice Cream Sammich	6 x 12 - 120mL 6 x 20 - 60mL	Individually wrapped
Chapman's	Yukon	Ice cream corns	Vanilla Almond Ball Top Cone Caramel Toffee Ball Top Cone Vanilla Peanut Ball Top Cone Chocolate, Salty Caramel, and Peanut Ball Top Cone Double the Dip Ball Top Cone	6 x 5 - 140mL	Individually wrapped
Chapman's	Frozen Yogurt	Frozen Yogurt	14 flavors (award winner: Canadian Peaches & Cream)	4 x 2L	Paperboard tub with plastic lid
Chapman's	Premium	Ice cream	17 flavors	4 x 2L	Paperboard tub with plastic lid
Chapman's	Sorbet	Water ice	Rainbow Triple Berry Mango Cherry Peach Passion	4 x 2L	Paperboard tub with plastic lid
Chapman's	Lolly	Water ice treats (ice sticks)	Rocket (4 flavours) Chocolate Banana Fruity (4 flavours) Triple Treat Soda Pop (4 flavours)	6 x 28 - 50mL	Individually wrapped

Fig. 3. Product list of Chapman’s, create by Joleen Pao

The table lists seven recognizable products from Chapman’s from their 2023 product catalog. It illustrates the diversity of Chapman’s product lines, developing various types of ice cream and frozen treats for customers with different needs. In the table, we can discover that Markdale Creamery and Premium ice cream have more than 15 flavors, meaning their primary product—ice cream—has high demand, leading them to develop many flavors and introduce new packages. Flavors such as coffee chips in Markdale Creamery ice cream are considered innovative, aiming to satisfy the younger generation and interest existing customers. In the product catalog and this table, they all specially mark the flavors that won awards, which represent their ambitions of raising brand awareness through competitions.

Consumer Analysis

1. Category Analysis:

<p>Target segment: Quality Conscious Families</p> <p>Description of target: A quality conscious family looks for a product that is affordable, nostalgic, quality control, and has a variety for everyone.</p>	
<p>Characteristics:</p>	<p>Quality Seekers: Prefer using higher quality ingredients. More natural occurring ingredients over artificial.</p> <p>Flavor Explorers: Actively seeking out unique and nostalgic flavors alike.</p>
<p>Psychographic characteristics:</p>	<p>Lifestyle: Enjoy a lifestyle centered around indulgence and enjoyment; often engage in social activities where ice cream is a part of the experience.</p> <p>Family Oriented: Ice Cream can be seen as a way to bring people together for a shared enjoyment.</p> <p>Budget Conscious: Consumers are looking for affordable Ice Cream without compromising on taste.</p>
<p>Demographic characteristics:</p>	<p>Income Level: Chapmans provides affordable, high quality Ice Cream making it accessible to people of all budgets.</p> <p>Location: Urban and suburban areas with access to grocery stores, supermarkets or local ice cream shops.</p>
<p>Behavioural characteristics:</p>	<p>Buying Habits: Frequent purchasers of ice cream, with a tendency to buy during weekends or special occasions.</p> <p>Brand Loyalty: Many customers may develop a loyalty to Chapmans, due to quality and affordability.</p>
<p>OPTIONAL: Usage Occasion/ Buyer Occasion characteristics</p>	<p>Seasonal Buying: Ice Cream is usually consumed in warmer months.</p> <p>Personal Treats: Regularly indulge in ice cream as a personal reward</p>

2. Brand Analysis:

Chapmans positions themselves as a premium, artisanal ice cream brand. Chapman offers products with high quality ingredients, and unique flavors that are perfect for families, and health

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conscious consumers.

Chapmans serves families, the convenience, affordability, and variety play a big role as to why families go with Chapmans. Their products are very family friendly with servings such as single serve cones, or ice cream sandwiches. Chapmans also offers allergy free options that ensures consumers with dietary restrictions can enjoy their ice cream. Areas that Chapmans doesn't serve are plant based and vegan products. This is a missed opportunity and a whole segment of consumers missed.

Based on the reviews from Walmart, and one of Chapman's physical store chains, the general consensus is very positive. Most people find the ice cream delicious, and that they are happy with their purchase. One negative review that was found said that the ice cream leaves a chemical taste in their mouth, but is still a good deal for what it was worth.

Chapmans has a strong brand identity. This can be seen by its loyal customer base, and they resonate with their target audience. They offer unique flavours that differentiates themselves from competitors. Chapmans has limited distribution, such as not being sold at Costco. This hinders its reach and accessibility to consumers.

Context Analysis

Inflation has led to consumers seeking affordable products without sacrificing quality. This is a challenge and opportunity for Chapmans, on one hand consumers are moving towards affordable high quality products, and switching away from more expensive ones. There has also been a trend on sustainability, sustainability remains an important factor for some consumers and Chapmans must continue to focus on becoming more sustainable through eco-friendly packaging, sustainable sourcing, and minimizing their environmental impact. Consumers are increasingly seeking products that contribute to their overall health and wellness. Products that promote well being will sit well with consumers like this.

PESTEL Analysis:

Political

1. Food Safety Regulations: Compliance with food safety standards for Canada is critical when working with food. Regulations regarding ingredient sourcing, labeling, and production processes can directly affect Chapman's operations inside of Canada. Adhering to these regulations not only ensures consumer safety but also builds brand trust with customers.

Economic

1. Consumer Spending Power: Ice cream prices can fluctuate depending on the economic condition. With high inflation, prices will start to become higher and consumers may want to find a cheaper alternative such as Chapman's. In times of economic growth, consumers are more likely to indulge in premium ice cream products.

2. Cost of Ingredients: With Chapmans using 100% Canadian milk and cream, they are relying on local conditions to remain cheap.

Social

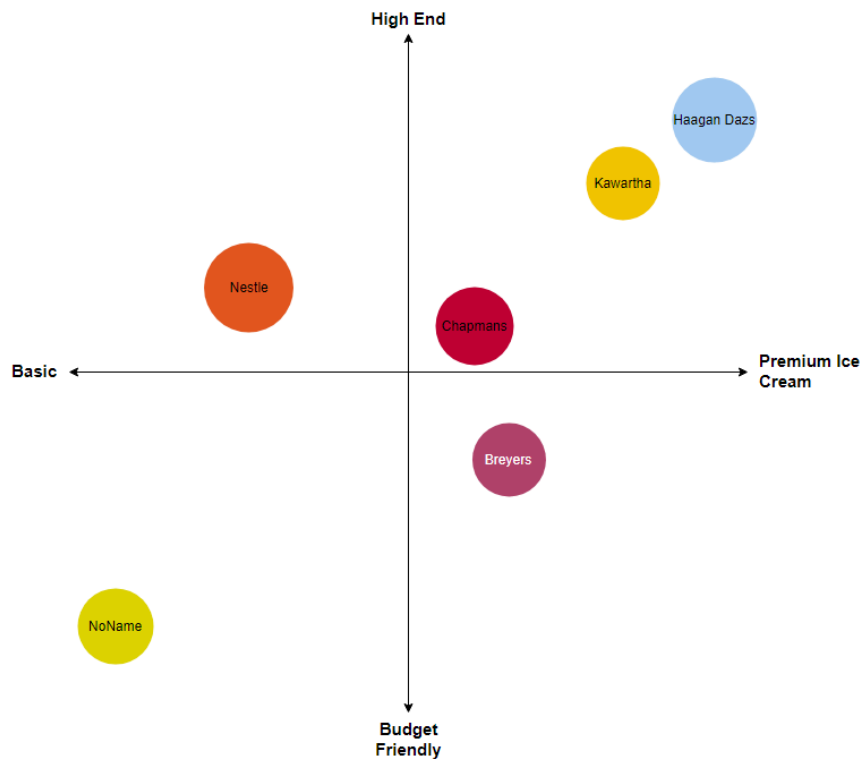
1. Health Consciousness: There is a significant shift towards healthier eating habits, with consumers increasingly seeking low-calorie, low-sugar, and dairy-free options. This trend is crucial for Chapman's as it can drive product innovation and diversification, allowing the brand to cater to health-conscious consumers while maintaining indulgent offerings.

2. Flavor Exploration: Consumers nowadays prefer having a wide assortment of options and flavours when it comes to food. This encourages Chapman's to have a broad range of flavour offerings. This helps Chapman's to enhance customer engagement and brand their loyalty.

3. Experience offerings: Consumers are increasingly wanting to seek out experiences. Ice cream is often associated with social gatherings, celebration or a personal indulgence. Chapman's can enhance its marketing by promoting ice cream as part of memorable experiences, such as family outings or special events.

Competitive Analysis

- Kawartha Ice Cream targets families and ice cream lovers who value local, premium priced products, offering rich ice cream made from fresh dairy, with natural flavors and authenticity backed by over 80 years of experience.
- Nestle targets a broad demographic of families, and individuals who seek convenience, variety, and an offering of a wide range of flavors at affordable prices.
- NoName Ice Cream appeals to budget conscious consumers who look for value and affordability, that provides basic, quality ice cream at a low price.
- Breyers targets health-conscious consumers and families who seek natural ingredients, offering ice cream made with sustainably sourced ingredients, at an affordable price.
- Haagen Dazs targets consumers who appreciate premium quality and rich flavors, offering premium crafted ice cream made with the finest ingredients.



Collaborator Analysis

1. Ontario Farms:

Who They Are: Armstrong Manor Farm, Gir Farms, Sheldon Creek Dairy.

Benefits: Partnering with these farms can provide Chapman's with high-quality, locally sourced milk and cream, enhancing product freshness and supporting local agriculture. This can also be leveraged in marketing campaigns to promote sustainability and local sourcing.

Trade-offs: Potentially higher costs compared to sourcing from larger suppliers. Supply chain disruptions can occur if local farms experience issues.

2. Chocolate Manufacturers:

Who They Are: Companies like CFX NIAGARA, JoJoCoCo chocolate, Splendid Chocolates, Purdys Chocolatier or Rogers' Chocolates.

Benefits: Collaborating with established chocolate brands could lead to co-branded ice cream products (e.g., chocolate chip ice cream featuring Purdy's chocolate). This allows Chapman's to tap into the existing customer base of these brands while enhancing their product offerings.

Trade-offs: Revenue sharing may reduce profit margins on co-branded products. Also, quality control must be maintained to align with Chapman's standards.

3. Flavoring and Ingredient Suppliers:

Who They Are: Renaissance Flavors, FlavorCan international, Mosaic Flavours.

Benefits: These suppliers can help Chapman's innovate with unique flavor combinations and premium ingredients (e.g., natural extracts, organic components). Such partnerships can enhance product differentiation and align with consumer trends towards natural and premium offerings.

Trade-offs: The need for ongoing collaboration to ensure consistent quality and availability of unique ingredients might complicate supply chain logistics.

4. Health and Wellness Brands:

Who They Are: Local health food brands.

Benefits: Licensing agreements for health-focused ingredients (e.g., plant-based ingredients) can allow Chapman's to expand into the health-conscious segment of the market. This can attract new customers and create a unique product line.

Trade-offs: Consumer skepticism regarding health claims could be a barrier, and additional marketing efforts would be required to educate the public on the benefits.

The Brand SWOT Analysis Chart

<p>Internal Factors</p>	<p>Strength</p> <ul style="list-style-type: none"> ● Market Leader: Chapman's is the largest independent ice cream manufacturer in Canada, which gives it a significant competitive edge in terms of brand recognition and market share. ● Diverse Product Range: The brand offers a wide variety of products, including gluten-free, lactose-free, and no sugar added options, catering to diverse dietary needs and preferences. ● Quality Ingredients: Chapman's prides itself on using 100% Canadian milk and cream, which appeals to consumers looking for natural, locally sourced products. ● Established Reputation: With a history dating back to 1973, Chapman's has built a strong reputation for quality and reliability in the ice cream market. 	<p>Weakness</p> <ul style="list-style-type: none"> ● Increased Production Costs: Sourcing from local farms raises production costs without a corresponding perceived value from customers. ● Advertising Challenge: There is a need for better advertising to emphasize the advantages of local ingredient sourcing. ● Dependence on Seasonal Sales: Ice cream sales usually peak during warmer months, potentially leading to fluctuations in revenue throughout the year.
<p>External Factors</p>	<p>Opportunities</p> <ul style="list-style-type: none"> ● Sustainable Sourcing: Using 100% Canadian dairy from Ontario farms supports sustainability and reduces carbon footprints. ● Cost Effective Advantage: Existing production processes align with sustainability goals, requiring no additional costs for adjustments. ● Health Conscious Trends: The growing trend towards healthier eating presents an opportunity for Chapman's to innovate further in low-calorie and health-oriented ice cream products. 	<p>Threats</p> <ul style="list-style-type: none"> ● Intense Competition: The ice cream market is highly competitive, with numerous brands vying for consumer attention, including major players like Ben & Jerry's, Nestlé and Häagen-Dazs. ● Supply Chain Disruptions: Reliance on local farms makes Chapman's vulnerable to disruptions in the supply chain, such as adverse weather conditions.

2025 Key Strategic Priorities

1. Expansion of Health Conscious Product Lines: To utilize the opportunity of the growing health conscious trend, Chapman's should prioritize the development and marketing of new low-calorie, no-sugar-added, and health-oriented ice cream products. This strategic move can cater to the increasing demand for healthier dessert options while maintaining the diverse product range that sets Chapman's apart. Collaborating with nutritionists or popular dieticians for endorsements and creating clear messaging around the health benefits can further attract health-focused consumers and differentiate the brand from competitors.

2. Year Round Engagement Strategies: To address the weakness of dependency on seasonal sales, Chapman's could implement ways that promote year round consumption. This might include introducing seasonal flavors and limited-time offerings that create excitement and urgency. Additionally they could partner with retailers with loyalty programs, to encourage consistent purchases throughout the year. This approach would help stabilize revenue and reduce the impact of seasonal fluctuations.

3. Sustainability Initiatives to Enhance Brand Reputation: To leverage the opportunity in sustainable sourcing and address the brand's advertising challenges, Chapman's should launch a comprehensive sustainability initiative. This strategy would involve promoting its commitment to using 100% Canadian dairy from local farms, which not only supports local economies but also aligns with growing consumer preferences for more natural food products.

2025 Brand Marketing Goal & Revenue Objective (Canada)

2025 Brand Marketing Goal:

To increase year round sales growth for Chapman's Ice Cream in Canada through an enhanced consumer engagement strategy that promotes consistent buying behavior by the end of 2025.

2025 Brand Objectives:

Achieve a 20% increase in year round sales in Canada by launching four seasonal flavors and running monthly promotions by the end of 2025.

The Brand Positioning Strategy

Target Market Description

	Target Market Segment A (Primary)	Target Market Segment B (Secondary)	Target Market Segment C (Other/ Tertiary)
Segment Label (must be based on consumer mindset)	<ul style="list-style-type: none"> Family Fun Seekers. 	<ul style="list-style-type: none"> Health oriented consumers. (Those who want low sugars/sugar free, low fats plus more natural/local ingredients) 	<ul style="list-style-type: none"> Nostalgic Treat Seekers.
Demographic Description	<ul style="list-style-type: none"> Parents with young children 12 or less. 	<ul style="list-style-type: none"> Adults without any children. 	<ul style="list-style-type: none"> Multi-generational households.
Psychographic Description	<ul style="list-style-type: none"> Value quality family time and seek products that can enhance shared experiences. interested in products that cater to diverse family tastes and dietary needs. 	<ul style="list-style-type: none"> Focused on their overall health. May have dietary restrictions. Seek indulgent treats that align with their health needs. 	<ul style="list-style-type: none"> Seek comfort foods that remind them of childhood (Nostalgic). Appreciate classic and more traditional flavours.
Behavioural Description	<ul style="list-style-type: none"> Frequently purchase ice cream for family gatherings, celebrations, or personal indulgence Loyal to brands that offer a good balance of taste and high standards. 	<ul style="list-style-type: none"> Purchase ice cream as a reward for themselves. Often seek out low calorie or dairy-free options. Willing to pay a premium. 	<ul style="list-style-type: none"> Purchases ice cream to share with family. More leaned towards traditional flavours that hold childhood memories. Willing to explore new flavors that blend nostalgia with modern

			twists.
Optional: Usage Occasion &/or Buying Occasion characteristics	<ul style="list-style-type: none"> • Regularly buys ice cream for special occasions. • Chooses Chapman's for summer socials. 	<ul style="list-style-type: none"> • Enjoy ice cream as an occasional treat. 	<ul style="list-style-type: none"> • Purchase ice cream for personal enjoyment. • Family gatherings. • While sharing stories and creating lasting memories at home.

Brand Positioning Map

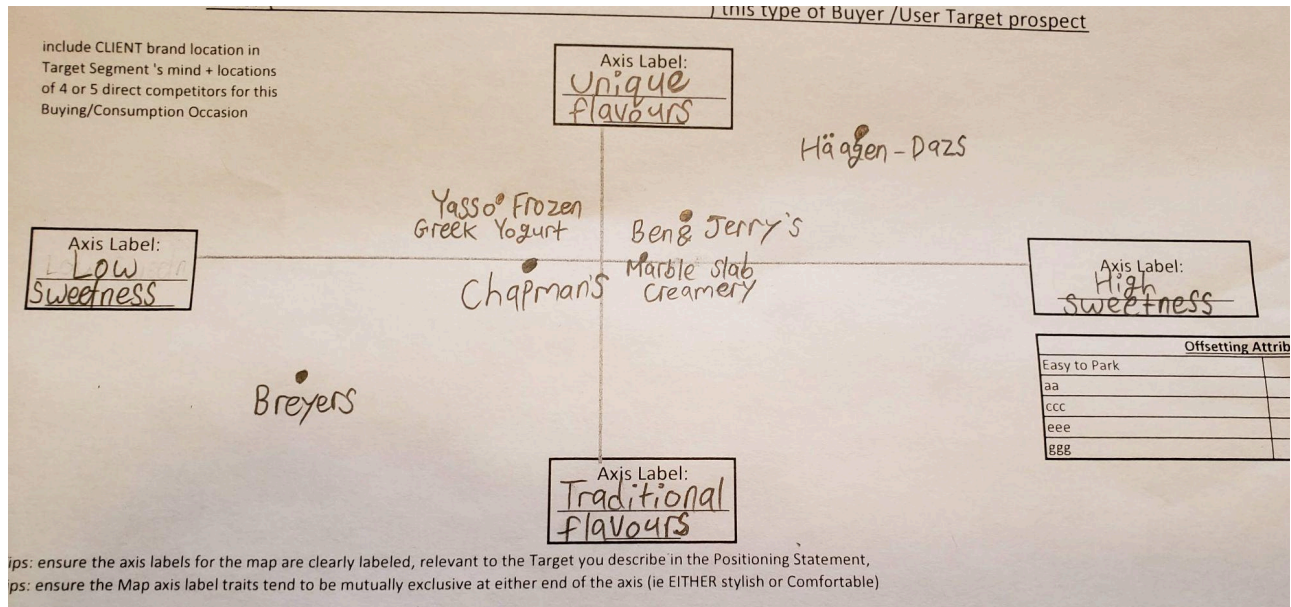


Figure 1: Photo by Ethan Garfinkle

- Chapman's: appealing to families with a balance of traditional flavors and moderate sweetness. (Chapman's)
- Häagen-Dazs: high sweetness and unique, rich flavors appealing to those who enjoy indulgent desserts. (HÄAGEN-DAZS)
- Ben & Jerry's: famous for its high sweetness and unique flavor combinations that attract a broad audience. (Ben & Jerry's Homemade, Inc.)
- Breyers: traditional flavors that are less sweet and more classic. (Breyers)
- Yasso Frozen Greek Yogurt: offering unique flavors with moderate sweetness aimed at those who want a healthier ice cream alternative that is low in fats. (yasso)
- Marble Slab Creamery: more unique flavors while still offering the classics that are also lower in sweetness but are still enjoyable. (Marble Slab Creamery)

Brand Positioning Strategy

Consumer insight	Families looking for delicious ice cream options that cater to different tastes and dietary preferences, providing both enjoyment and quality time together.
Point-Of-Difference	Chapman's offers a wide variety of flavors, including unique and traditional options, as well as dairy-free, sugar free and

	lower-calorie choices, ensuring there is something for everyone in the family.
Reason to Believe	With a commitment to quality ingredients and innovative recipes, Chapman's has established itself as a trusted brand.
Emotional Benefit	Chapman's brings families together, creating joyful moments and memories.
Functional Benefit	Chapman's provides a diverse range of flavorful ice creams that satisfy different dietary needs and preferences, ensuring everyone can indulge in what they prefer.

Brand Positioning Statement

"For families looking for delicious ice cream options, Chapman's is the brand of frozen desserts that promises to create joyful moments together because of our commitment to quality ingredients and a wide variety of flavors".

Brand Essence

Joyful, Family oriented, Delightful.

Marketing Mix Strategies

Product Strategy

Goal: To expand Chapman's Ice Cream offerings and enhance consumer engagement throughout the year by having seasonal, and promotional initiatives that would drive consistent buying behavior.

Objectives:

- To grow product variety by launching four limited-edition seasonal flavors to consumer preferences
- To ensure consistent buying by introducing value packaging options, such as family sized tubs.
- To grow engagement through promotions by offering limited time offers.
- To grow product offerings to reach new consumers, and bolster return buyers.

Strategy: To diversify Chapman's product offerings to meet consumer preferences, while ensuring consistent promotions that would drive demand for Chapman's ice cream year round.

Plan:

- Develop four unique, limited time seasonal flavors.
- Align flavors with consumer trends, such as holiday celebrations, or different ingredients that are trending.
- Develop seasonal packaging designs to make products stand out.
Run in-store promotions to increase sales, and incentives for consumers to try/buy the product.

Rationale:

This strategy ensures Chapman's ice cream aligns with the growing desire from consumers for a variety of flavors such as seasonal flavors. Promotions encourage consistent purchasing behavior, helping to boost seasonal sales. By engaging consumers directly and offering unique flavor experiences, Chapman's strengthens its emotional connection with customers and drives year-round sales growth.

USP: Chapman's seasonal flavors emphasize high-quality, locally made ingredients that appeal to family and community values.

Target Market Fit: These products cater to families, and ice cream enthusiasts who seek exciting, limited-time flavors.

Brand Alignment: Seasonal flavors and consumer engagement align with Chapman's mission to provide memorable, family-friendly products.

Place Strategy

For our goal and objectives having a place strategy does not make sense to include.

IMC/Promotion Strategy

Goal: Launching a campaign to increase brand awareness in target markets, aiming to become their go-to ice cream option.

Objectives:

- To achieve 30% growth in followers and content interactions on social media after two months of the campaign being launched.
- To grow customer retention by 20% after two months of the campaign being launched through personalized content to encourage consistent buying.
- To increase brand awareness by 25% in the demographic segment of adults without any children after a quarter the campaign is launched.
- To raise 10% of first-time-purchase customers after a quarter by product promotions and advertising impressions.

Strategy: Launching seasonal campaigns across existing and potential customers through a consumer engagement approach, strengthening the relationship with the targeted segments.

Plan:

- The campaign objective: emphasize the feeling of joy related to Chapman's by reminding people of the good memories associated with having Chapman's ice cream.
- The approach
 - providing purchase discounts to encourage social media users to share their delightful memories with Chapman's.
 - Placing the physical advertisements on retailers' flyers and in-store fridges demonstrates the campaign of sharing the purchase experience to gain a next purchase discount.
 - Discounts on new seasonal flavors to promote sales in the next two quarters.
- Combining digital marketing and physical advertisements.

- The IMC budget would include:
 - Content development: social media posts and video, visual materials, flyers copywrite, paper board, and fridge glass stickers.
 - Implementation cost: workforce, delivery, and physical advertisement production.
 - Media buy: retailer flyers, social media advertising
 - Agency compensation: extra charge for successful campaign

Rationale:

- Expanding reach through social media: The content revealed on social media enables Chapman's to reach a wider range of ice cream lovers, leading to greater earned media.
- Physical Advertisements in Retail: The physical advertisements allow shoppers who are not active on social media to be aware of the campaign, maximizing the campaign effect.
- Stimulate the repeating purchase: The campaign of refreshing buyers' memories could stimulate them to purchase the products that are associated with their joyful memories. Plus, the discount encourages people to try the new flavor of ice cream.

Price Strategy

For our goal and objectives having a price strategy does not make sense to include.

CSR Strategy

Goal: Continuing to support Chapman's local hospice, Chapman House, to improve individuals' quality of life in the community and meet the CSR expectations of the year.

Objective:

- Donating 1.5 million Canadian dollars in total at the end of the year.
- Initiating a volunteer program to supplement 20% of the workforce in the hospice by year-end.
- Renews 15% of equipment annually.
- Maintaining 90% of patient's satisfaction by year-end.

Strategy: Supporting the local hospice to ensure smooth operations and renew equipment through public contributions and company donations. Chapman's donates 5% of premium ice cream sales revenue, aiming to achieve a total donation of 1.5

million by year-end. Additionally, Chapman's will launch a flexible volunteer program by collaborating with multiple organizations to encourage volunteer participation.

Plan:

- Donate a portion of sales: Supporting the local hospice to operate smoothly and renew their equipment, Chapman's donates 5% of the revenue from every sale of Chapman's premium ice cream and aims to donate 1.5 million dollars in total by year-end.
- Hospice volunteer program
 - Providing flexible participation options for everyone who is interested in joining the volunteer program.
 - Collaborating with schools to provide extracurricular opportunities, encourage students to volunteer at Chapman House, and educate them about senior issues and the health care system.
 - Hosting events in the community center to improve awareness of palliative care and encourage interested individuals to participate in the volunteer program.

Rationale:

- Supporting local hospice: Chapman's main target segment is families, which may have children and seniors in the family. Therefore, healthcare will be a topic that they may care about compared to other segments. Further, collaboration with schools and community centers could increase the opportunity to reach potential customers.
- Donation from revenue: The donation can actually help the hospice to provide higher standards of service to patients and have a better quality of life. Additionally, fulfilling the CSR can improve positive brand images to the public and customers.
- Launching volunteer program in the community: Through the program, the community could gain a better understanding of palliative care and the contribution of Chapman House, reinforcing the connection between the community and Chapman House.

Synergy Review

To effectively grow Chapman's in Canada we must ensure that our product, promotion and corporate social responsibility all are in alignment. The integration of these strategies enhances brand reputation and also helps increase loyalty and engagement.

- **Alignment of objectives:** Introduction of seasonal flavours directly complements the promotional campaigns specifically designed to create excitement and to engage consumers. Both enhance the brand awareness and encourages a repeat purchase.
- **Connections:** CSR of donating 5% revenue from every sale lines up with the promotion strategy of emphasizing community support. Enhances brand image and makes consumers feel good about Chapman's, reinforcing loyalty.
- **Participation:** Promotional and CSR strategies encourage consumer participation. An example can be promotions that are encouraging of social media sharing can be paired up with showing the contribution to the hospice. This shows proof that Chapman's is in fact helping out with the hospice.
- **Reinforcing brand values:** Focus on seasonal flavours and community support is reflecting on appealing to a high quality of standards they set for themselves. This helps strengthen the bond between the brand image ensuring each strategy is coherent.

Our strategies enhance brand loyalty, promote sales growth and help out communities. Our selected approach will show just how hard working the Chapman's brand is.

Marketing Budget & Implementation Plan

Budget

Detailed budget breakdown:

Product strategy budgeting details:

- 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

IMC/Promotion strategy budgeting details:

- 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

CSR strategy budgeting details:

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

Summary of budget details:

- Product strategy → \$220,000
- IMC/Promotion strategy → \$205,000
 - CSR → \$95,000
- Grand Total of costs → \$520,000

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