



Creative Brief

***"THE WORLD IS A BIG PLACE, MADE
SMALLER, WE BELIEVE, BY THE ACT
OF SHARING A SWEET TREAT WITH
SOMEONE YOU LOVE"***

About the Brand

- Molly Moon's Ice Cream is a Seattle-based ice cream company with 10 parlors around the Seattle area, making it the largest ice cream brick and mortar brand in the region.
- They are mission-driven, with sustainable practices such as sourcing ingredients locally, philanthropic efforts and striving to be the best employer in the industry by offering substantial benefits to employees.
- Their daily menu offers fifteen flavors: eleven “always” flavors that they churn year-round and four seasonal options that rotate with what's fresh in the northwest.
- They also sell ice cream in local grocery stores.

Market Background

Competitors:

- Breyers, Turkey Hill, Edy's, Ben & Jerry's, Häagen-Dazs
- Other brick and mortar ice cream, sundae, frozen yogurt stores

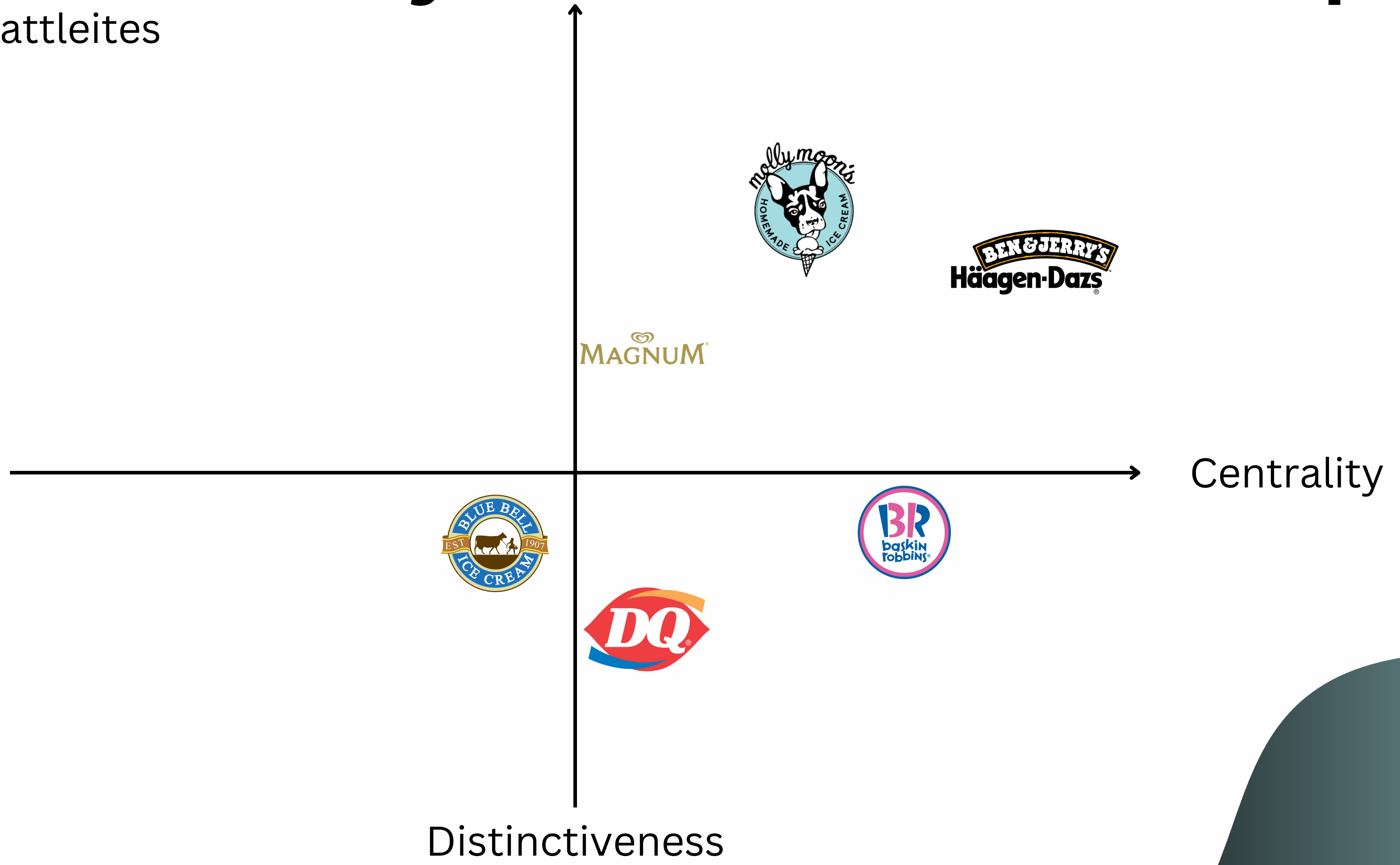
Market Trends

- Growing preference for ice cream products that are GMO-free, preservative-free, dairy-free, low in calories, and organic. (Premium Products)
- Diverse flavors
- Snackification (desire for ease of consumption)

<https://www.synergytaste.com/insights/5-trends-to-watch-2024-ice-cream/>

Brand Centrality-Distinctiveness Map

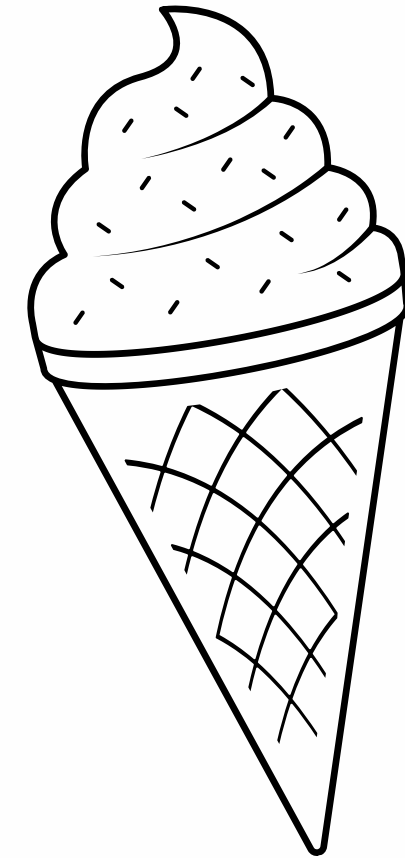
*for Seattleites



Target Audience:

Families with young children

- Demographics
 - Aged 30+
 - male and female
 - married + kids
 - college educated
 - with disposable income
 - Lives in or is from the Seattle area
- Lifestyle
 - Spends weekends with families going shopping or to the park
 - makes ethical purchase decisions



How do consumers currently feel about Molly Moon's Ice Cream?

- A local staple
- Contributes to the local community
- Expensive
- Unique flavors
- Brick and mortar locations makes the brand feel as part of the community
- On the brand centrality-distinctiveness map. Molly Moon's is currently high in distinctiveness and lower on centrality compared to their main competitors

How do we want consumers to feel about Molly Moon's Ice Cream?

- To become top of mind for consumers when they think of the category. Move the brand into the mainstream section of the centrality-distinctiveness map. Slight improvements in centrality could result in significantly higher sales volume.
- Molly Moon's is a mission driven brand with a connection to the local community with great ice cream and a diverse selection of flavors.
- Molly Moon's can provide the social aspect of enjoying ice cream
- Molly Moon's is for the entire family

INSIGHT

Ice cream doesn't have to be enjoyed in private, it can be an event, shared with loved ones

CORE MESSAGE

The childlike delight that comes with eating ice cream is for everyone, anywhere

MESSAGE TONE

informative, humorous, aspirational

Media



SOCIAL

- **Platforms:** Facebook, Instagram, Twitter, and TikTok
- **Content:** Posts featuring images and videos of kids enjoying Molly Moon's Ice Cream, customer testimonials, and real-time updates on ice cream truck locations and events

EMAIL

Content: Newsletters featuring special offers, the schedule and locations of ice cream trucks, new flavors

EVENTS

Content: Ice cream truck visits to local parks, community events, and popular gathering spots. Interactive activities at each stop, such as games for children, ice cream flavor voting contests, and photo booths with branded props.