



INTRODUCING

SCOOPY-DOO



ICE CREAM





CATEGORY: Ice cream

PROBLEM: Limited flavours and choices for sugar free, vegan and gluten free ice cream.

SOLUTION: Scoopy Doo has unique flavours that caters to every person's dietary restriction and health choices.

COMMERCIAL APPEAL

- Health- Conscious products
- DIY Sundae Bar
- Pet Treats
- Family Friendly





AD ANALYSIS

AD1: <https://www.youtube.com/watch?v=RLQvUjVa3Dc&t=9s>

Why Do I Like This Advertisement?

The ad opens with a playful, spooky scenario—a girl sitting calmly on her bed as ghosts and other supernatural creatures try to scare her. However, despite their efforts, she remains completely unfazed because she's happily eating a cup of Baskin-Robbins ice cream. The humorous contrast between fear and enjoyment captures attention and sets a lighthearted tone. The advertisement subtly suggests that the consumption of Baskin Robbins ice cream can elevate one's mood and improve their quality of life. The bright colors and happy expressions make it visually engaging and relatable, promoting a sense of delight associated with the product.



Why Does This Ad Make Me Want to Buy the Product?

The advertisement positions Baskin-Robbins as more than just ice cream, but an escape from reality where nothing else matters – not even scary ghosts. By showing the girl calmly enjoying her ice cream while ignoring the frightening creatures around her, the ad communicates that eating Baskin-Robbins can provide a sense of comfort and joy, no matter the circumstances. The advertisement campaign effectively taps into people's desire for happiness and indulgence. By associating their product with positive emotions, Baskin-Robbins creates a strong emotional connection with consumers.

How Does Baskin Robbins Set Its Product Apart?

The ad sets itself apart by using an unexpected and humorous narrative instead of the typical celebratory scenes often associated with ice cream commercials. This exaggerated depiction of one's happy mood underscores how Baskin-Robbins ice cream can provide comfort and joy, making even the scariest or most stressful situations feel trivial and easy to overcome. The ad uses the tagline "Happiest Ice Cream in the World" to differentiate itself, emphasizing the emotional benefits of eating their ice cream rather than just focusing on flavors. This creates a unique positioning, associating the brand with happiness and celebration, making it more memorable and distinct compared to competitors.

AD2: <https://www.youtube.com/watch?v=MF6tXi2j874>

Why Do I Like This Advertisement?

The ad likely appeals to audiences because of its vibrant visuals and joyful tone, showing people of all ages —families, couples, and friends— enjoying their signature creations. The fast-paced montage of customers enjoying their ice cream creations is visually stimulating and creates a sense of excitement. Each scene captures the anticipation and excitement of selecting mix-ins and seeing the ice cream being hand-crafted in front of them. This approach creates a sense of participation and engagement, making it visually stimulating and emotionally compelling. The commercial reinforces Cold stone Creamery's brand as a premium ice cream destination, offering a unique and memorable experience.



Why Does This Ad Make Me Want to Buy the Product?

The commercial showcases the customization options and the brand's commitment to quality, differentiating it from other ice cream brands. By featuring various customers enjoying their personalized ice cream combinations, the ad showcases the extensive array of mix-ins, flavors, and toppings available, positioning Cold Stone as the go-to place for those seeking something beyond the standard ice cream scoop. The ad positions Cold Stone Creamery as a brand that brings people together, turning ordinary outings into joyful, shared moments. This emotional appeal encourages customers to purchase the product by promising happy moments and lasting memories shared with loved ones.

How Does Cold Stone Set Its Product Apart?

The commercial emphasizes the unique experience of watching your ice cream being made and the customization options available. The commercial emphasizes the unique experience of watching skilled staff blend ice cream on a frozen granite slab, incorporating mix-ins like fresh fruits, nuts, and candies right in front of the customers' eyes. This process not only underscores the product's freshness and high quality but also engages customers by making them a part of the creation process. This focus on customer experience and involvement sets it apart from traditional scoop-and-serve ice cream brands, making it feel more special and personalized.



BENEFITS

1. Exciting and Unique Flavors

- Innovative options: Offer flavors that aren't available anywhere else, keeping customers curious and excited to try new things.
- Seasonal flavors: Introduce limited-edition flavors inspired by the seasons or local events.

2. Quality Ingredients

- Fresh, high-quality ingredients: Use locally sourced dairy, organic fruits, and premium mix-ins to ensure superior taste.
- Natural flavors: No artificial colors or preservatives, appealing to health-conscious customers.

3. Customizable Options

- Mix-ins and toppings: Allow customers to personalize their ice cream with a variety of fresh and fun toppings.
- Dairy-free and vegan options: Cater to different dietary preferences to appeal to a wider audience

4. Family-Friendly Atmosphere

- Fun for all ages: Create a welcoming, family-friendly environment where everyone from kids to adults can enjoy.
- Interactive experiences: Include a "build-your-own" ice cream station or offer ice cream-making workshops for kids.

5. Health-Conscious Options

- Low-sugar and keto options: Attract customers who want healthier dessert choices without compromising on taste.
- Smaller portion sizes: Offer mini scoops or half-portions for a guilt-free treat





B&N&FITS



6 Eco-Friendly Practices

- Sustainable packaging: Use eco-friendly, biodegradable cups, spoons, and packaging, attracting environmentally conscious customers.
- Local sourcing: Promote your support for local farmers and suppliers to appeal to customers who value sustainability.

7. Interactive Flavor Experience

- Taste-before-you-buy: Allow customers to sample new or adventurous flavors before purchasing.
- Flavor voting: Engage customers by letting them vote on potential new flavors, making them feel involved in the creative process.

8. Kid-Friendly Add-ons

- Playful toppings: Offer fun, colorful toppings like sprinkles, gummy bears, or edible glitter that kids will love.
- Birthday packages: Offer special birthday party packages, complete with ice cream-making classes, exclusive flavors, or private tastings.

9. Multi-sensory Experience

- Flavor + sound: Curate in-store music that matches the vibe of your ice cream—play upbeat, fun tunes that enhance the experience.
- Ambiance: Create a visually appealing space that combines modern décor, comfortable seating, and playful design, encouraging people to stay longer.

10. Special Dietary Lines

- Gluten-free cones and options: Offer gluten-free versions of cones and toppings to cater to people with allergies or sensitivities.
- Protein-rich ice cream: Appeal to the fitness crowd with ice cream options fortified with extra protein.



DEMOGRAPHICS



AGE

Primary Focus:

Children and Teens (5-18 years)
Young Adults (18-35 years)

Secondary Focus:

Adults (35-50 years)
Seniors (50+ years)

Income & Geographic Location

Middle to High-Income Consumers: People that are willing to spend on artisanal or premium ice creams.

Urban: Urban areas with high foot traffic (shopping districts, near schools or entertainment hubs) who may visit spontaneously.

Lifestyle Preferences

- **Health-Conscious Consumers:** vegan, low-sugar, low-fat and allergen-free ice creams
- **Foodies:** People interested in gourmet or trying out new and unique flavors.
- **Pet Owners:** People that would like to treat their pets along with themselves.



FLAVORS



MIDNIGHT MOCHA SWIRL

A rich combination of dark chocolate and espresso, with a swirl of caramel.

Price: ₹120 - ₹140

TROPICAL BREEZE

A refreshing blend of mango, pineapple, and coconut.

Price: ₹90 - ₹110

LAVENDER HONEY DELIGHT

Smooth lavender-flavored ice cream with a swirl of honey.

Price: ₹120 - ₹140

PEANUT BUTTER BROWNIE CRUNCH

Rich peanut butter ice cream with chunks of fudgy brownie and chocolate chips.

Price: ₹140 - ₹160



FLAVORS



CARAMEL POPCORN

Vanilla ice cream with
caramel popcorn pieces
and a swirl of buttery
caramel sauce.

Price: ₹120 - ₹140

MOCHA HAZELNUT BLISS

Coffee ice cream
infused with hazelnut
and swirls of chocolate
ganache.

Price: ₹130 - ₹150

STRAWBERRY SHORTCAKE

Strawberry ice cream
with chunks of vanilla
cake and strawberry
sauce.

Price: ₹100 - ₹120

VANILLA BEAN ESPRESSO FUSION

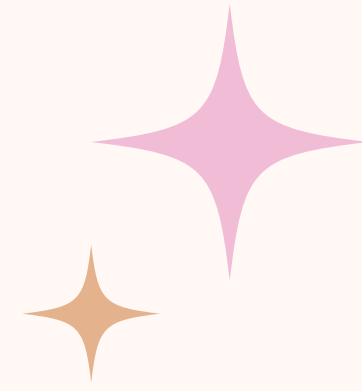
A blend of smooth
vanilla bean ice cream
with bold espresso
swirls.

Price: ₹100 - ₹120

Advertising Appeal

The ice cream parlour uses a 'plain folks' approach by highlighting the inclusivity of the parlour catering to various dietary needs such as vegan and diabetic-friendly options, as well as having options for our furry friends. The advertisement would emphasize inclusivity, health-consciousness, quality, innovation, and a pet-friendly environment.

Scoopydoo is a place where family, friends and even pets can gather to have a great time and enjoy a guilt free indulgence.



Print Advertisements (Posters & Fliers)

Print advertisements such as posters and fliers can be a highly effective media channel for Scooby Doo due to several reasons

LOCAL
VISIBILITY &
BRAND
PRESENCE

TANGIBLE
AND EYE-
CATCHING

COST-
EFFECTIVE
& WIDE
REACH

APPEALS
TO ALL
DEMOGRAPHICS

Example of Creative Execution for Print:

- POSTER HEADLINE: "SCOOPY DOO - SCOOP UP THE FUN!"
- VISUALS: HIGH-QUALITY IMAGES OF SIGNATURE SCOOPS LIKE STRAWBERRY SHORTCAKE AND LAVENDER HONEY BLISS. SHOW VIBRANT SCOOPS WITH QUIRKY, FUN TYPOGRAPHY TO ATTRACT THE YOUNGER CROWD.
- CALL TO ACTION: "FIND US AT YOUR NEAREST MALL FOR AN ICE CREAM EXPERIENCE LIKE NO OTHER!"

Instagram (Posts & Reels)

Instagram is an excellent media channel for Scoopy Doo given the brand's cool, trendy, and premium positioning, and its ability to target a visually driven audience. Here's why Instagram stands out:

VISUAL
APPEAL

INFLUENCER
& USER
ENGAGEMENT

TARGETED
DEMOGRAPHIC

INSTAGRAM -
WORTHY
CONTENT

GEO-TARGETING
& ADS



Instagram (@_scoopy_doo)

Instagram photos and videos

instagram.com

URL- https://www.instagram.com/_scoopy_doo?igsh=MWh1MnllejFpemx1ZQ==

Instagram Post:

Visuals: A high-quality image of Scoopy Doo's signature sundae, perhaps the Strawberry Shortcake, with vibrant colors and decadent toppings.

Caption: "Dreaming of ice cream? 🍦 Dive into the rich, buttery goodness of our Strawberry Shortcake! ✨ Visit Scoopy Doo for an indulgence you won't forget. Tag your scoop squad! #ScoopyDooIndia #FlavorAdventure"

Hashtags: #ScoopyDooIndia, #IceCreamLovers, #PremiumScoops, #InstagramWorthy

Instagram Reel:

Concept: A fun, dynamic Reel showing the process of creating a Scoopy Doo sundae – scooping the ice cream, adding fun toppings like jalebi or gulab jamun, and ending with a satisfied customer taking their first bite.

Text on Screen: "Sundae Fun, Scoopy Doo Style 🍦 ✨
#ScoopyDooIndia"

Soundtrack: Upbeat, trendy background music.

Call to Action: "Follow us for more delicious scoops! 🍦"

LOGO & SLOGAN



SCOOP UP THE FUN



ELEVATOR SPEECH:

Imagine you go home after a long day of work, trying to enjoy your dinner peacefully but then you hear your children shouting, your dog barking and your mom constantly nagging about how you've stopped spending time with your family. Where do you take all of them so that everyone is happy, and more importantly, YOU are at peace again?


Welcome to Scoopy-Doo, your perfect family-friendly ice cream parlour where there's a little something for everyone.

But we're not just serving your typical ice cream over here, we're taking it up a notch and giving you the complete experience to indulge in our unique, handcrafted flavors that we know you won't find anywhere else. Think of it as a playground for your taste buds, whether you're craving classic favorites or looking to try something new and exciting, we have it all here. We believe in blending fun, flavor and creativity into every scoop!

But that's not all, we also have an interactive DIY sundae bar, where YOU get to be the chef! Pile on your favorite toppings, drizzle sauces, and create your own dessert masterpiece exactly how you like it. It's a hit with kids and adults both, making every visit a personalized and fun experience.

And don't think we forgot about our furry family members. Scoopy-Doo offers special treats just for pets, so everyone can enjoy the sweetness, even your four-legged friends!

For those with dietary needs, we've got you covered too. Our menu includes a range of healthier ice cream options, including low-sugar and diabetic-friendly flavors, so everyone, no matter their needs, can indulge without any worries. Whether you're looking for a place to bring the whole family, catch up with friends, or just treat yourself, Scoopy-Doo offers something for everyone. It's more than just ice cream, it's an experience for the whole family to enjoy! And let's be honest, who hates ice cream? It's sweet and cold, what's there not to like?





Commercial Script

Scene 1: Show an exterior shot of the Scoopy-Doo ice cream parlour while focusing on the vibrant signage.

Voice Over: "Welcome to Scoopy Doo, where joy is just a scoop away!"

Scene 2: Show the inside of the parlour where diverse costumers of all ages are enjoying ice cream with a dog sitting near them.

Voice Over: "At Scoopy Doo, we believe everyone deserves a treat. Bring your furry friends—our pet-friendly space is designed for all!"

Scene 3: Show the various Ice cream options available as well as the DIY sundae bar. Show that the ice creams are made with fresh ingrediants and are healthy.

Voice Over: "Indulge without the guilt! Our affordable, healthy options mean everyone can join in on the fun."

Scene 4: Show the costumers eating the ice cream, smiling and laughing with their friends

Voice Over: "Scoopy Doo is a safe space where laughter and joy come together in every scoop."

Scene 5: The logo of Scoopy Doo appears on screen with the tagline below.

Voice Over: "Scoopy Doo—Scoop Up the Fun, where every flavor is an adventure and everyone is welcome!"

Scene 6: Fade out with laughter and upbeat music as the screen fades to black.





THANK YOU