



Gifford's

Competitive

Brand

Analysis



**Sutherland
Weston**

A photograph of a woman with long brown hair smiling and holding a young child. The image is overlaid with a semi-transparent blue filter. The text is centered over the image.

Goal:

**To Be New England's
#1 Family Ice Cream Brand**

EXECUTIVE SUMMARY

Consumer Insight

Gifford's should be getting mom's attention outside the store as well as on the shelf.

Competition Insight

Gifford's is getting lost on the shelf.

Brand Insight

Gifford's is hiding what makes the company special.

Ultimate Insight

Gifford's should be more confident in being themselves.

OUR METHODS



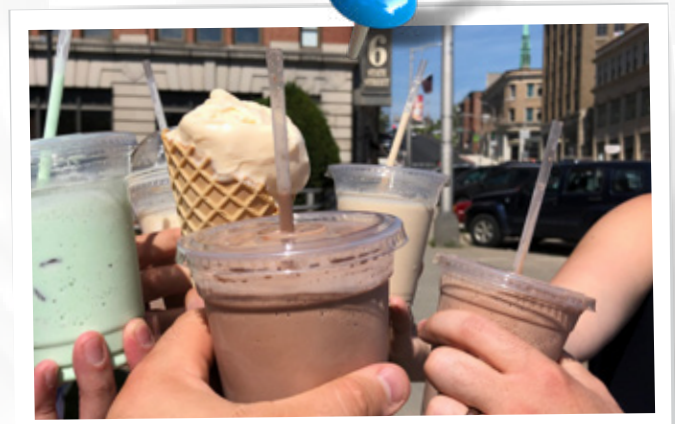
We visited local stands to experience Gifford's with the lens of the target audience in mind.

Our team organized focus groups both formal and informal to gather data on ice cream habits.



We visited stores to see how Gifford's appears to "mom" at the store.

Our team took the job of taste testing to heart.





CONSUMER INSIGHT

Consumer Data Points

- + Demand for premium ice cream is growing 10x faster than lower-fat options
- + The primary grocery shopper for multi-person households is female, and 70% of female shoppers use a list
- + 81% of women grocery shoppers do not have ice cream on a regular grocery list, yet nearly 75% report buying ice cream at least once a month
- + 69% say that **flavor and brand loyalty were the two most important factors** in determining their ice cream purchase, and 90% of women grocery shoppers say they visit the freezer section last and spend the least amount of time browsing in frozen
- + 70% of moms buy different flavors for kids and adults in the house

Interpretations

- + Mom is the primary shopper for the home
- + Mom is a planner but ice cream is an impulse buy
- + Mom buys her ice cream at the end of the shopping trip
- + Finding the brand/flavor easily and quickly is key
- + Mom is typically buying more than one flavor
- + Making it faster to see brand and flavor will help increase impulse choice of Gifford's
- + Connecting with mom outside of the store will help build impulse recall in store

CONSUMER INSIGHT:

**Gifford's should be getting
mom's attention on the shelf
and outside of the store.**

COMPETITION INSIGHT

Competition Data Points

- + Focus of research was retail sales
- + Competition is crowded with combination of national and regional brands
- + Gifford's is in middle of price range
- + Bright packaging and vibrant images get primary attention on shelf
- + Most brands have logo front and center for easy identification
- + Most packaging leads with visuals; Gifford's leads with words
- + Geography is not a featured element on competitive packaging

Opportunity For Gifford's

- + Gifford's has a history and story than can help set it apart
- + Gifford's can highlight Maine/New England roots to help stand out
- + Revised packaging is needed to align with company story

COMPETITIVE INSIGHT:

**Gifford's is getting lost on
the shelf.**

BRAND INSIGHT

Branding Data Points

- + Gifford's has a charming, attractive origin story and multi-generational history of leadership
- + Gifford's calls employees 'Family'
- + The company takes pride in history, people and old fashioned values
- + The company has an old-fashioned production process
- + Gifford's ice cream stands are a consumer touch point

Opportunity For Gifford's

- + Utilize images of nostalgic experiences tied to ice cream
- + Update packaging to reflect Gifford's heritage and tell their story without getting lost on the shelf
- + Create consistency with ice cream packaging and stand experience for consistency

BRAND INSIGHT:

**Gifford's is hiding what
makes the company special.**

GENERAL RECOMMENDATIONS

Goal:

To Be New England's #1 Family Ice Cream Brand

Ultimate Insight:

Gifford's should be more confident in being themselves.

- + Fully embrace what Gifford's is, and how that truly sets your ice cream apart.
- + Focus all communication and marketing efforts to own the word "family": Family of Stands, Family of Flavors, Family of Partners, Family of Customers, etc.
- + Redesign packaging to stand out on the shelf, with more focus on flavor offerings.
- + Develop relevant content for digital display, print, and web that speaks to "mom's".
- + Increase visibility and access to the Gifford's experience on the website
- + Design and execute Gifford's social media editorial calendar utilizing mix of Community, Culture and Commerce themed posts
- + Promote alignment with causes/organizations that match your mission and feel good to moms. On purpose acts help reinforce that mission.
- + Host targeted community days across New England and further afield with partners such as Treworgy Orchards in the fall, league teams, etc. Host target activities that moms care about.

SOCIAL MEDIA

Observations

- + Current social media accounts focus more on product shots/promotion than the Gifford's experience, culture, and difference.

Recommendations

- + Optimize accounts by completing profiles to appeal to target audiences (what would you like them to see)
- + Schedule be a mix of culture, community, and commerce type posts. The posting mix is designed to attract relevant audiences, showcase the unique aspects of Gifford's and deliver an appropriate amount of action-driven posts.
- + LinkedIn, Twitter, Facebook and Instagram should each have a content focus relevant to the
- + Browsing habits of its users. Each offers a unique style and purpose and content should be
- + Formatted as such. Posting to more than one channel with the same post format is not recommended.

Social Account Voice

- + **Facebook**
Casual, comfortable with focus on engagement. Photos & videos increase effectiveness. Optimized account will benefit search ranking.
Weight: Culture & Community
- + **LinkedIn**
Professionally focused with less engagement. High research value for legacy use. Audience is heavy in decision-makers and executives. Optimized account will benefit reputation validation.
Weight: Community & Commerce
- + **Twitter**
More in-the-moment and faster paced medium. Increased freedom to share others' work. Shorter form of content.
Weight: Community & Commerce
- + **Instagram**
High visual. Drives emotion and curiosity. Photo and video quality drive story & engagement.
Weight: Culture & Community

SOCIAL MEDIA

Culture

Showcase your company culture, personality, and tone. Unlike traditional advertising, this is here you can humanize your business and help you stand out from the competition. These types of posts allow you to put your mission, your values, and your vision into action in a tangible way. By nature, these posts typically would be self sufficient in that they contain text and photos. They would not usually link to an internal or external source. An exception would be highlighting a particular employee and link to the employee page on the Gifford's website.

Topics for editorial calendar include:

1. Employees
2. Process
3. Behind The Scenes
4. Caught In The Act
5. Meetings/Discussion/Brainstorms
6. Workspaces/Equipment
7. Traditions

Community

Utilize the platform to share articles of interests to the audience at large regarding topics that will resonate with people in your industry and prospective clients. If these posts contain a link, it will generally link to an external source and not the Gifford's website.

Topics for editorial calendar include:

1. New England News
2. Holidays
3. Publications
4. Events (Non Gifford's related)
5. Kudos
6. Ice Cream Industry
7. Infographics

Commerce

Highlight experiences you provide, flavors, stands, restaurant features events, or other topics directly related to Gifford sales. These posts are singular focused and can usually point back directly to a page on the Gifford's website.

Topics for editorial calendar include:

1. Flavors
2. Stand News
3. Restaurant Features
4. Events
6. Testimonials
7. Sponsorship

Social media content should be focused on core audiences and include three key areas of content:



Sutherland
Weston

(207) 945-9999 | 6 State Street | Suite 102 | Bangor, Maine 04401