

Häagen-Dazs

The Taste of Luxury



Hill, Hughes, & Klein

BRAND HISTORY

1973

Pints started shipping nationally

1993

Launch of Häagen-Dazs sorbet

2021

Launch of "Better For You" ice cream

1960

Häagen-Dazs was created in the Bronx

1976

First store opened

2016

Launch of Non-GMO flavors



AND STILL
GOING
STRONG!

LOCATIONS



Campaign History

2008



Save The Bees

2020



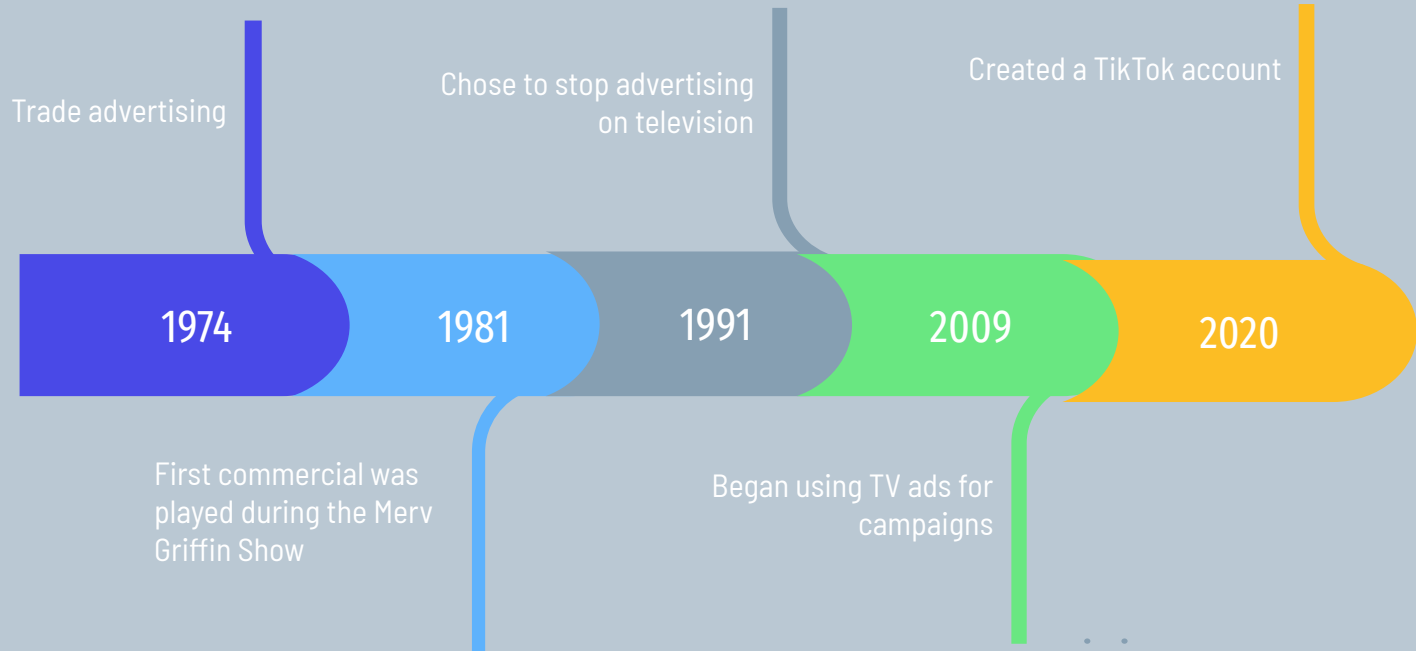
Don't Hold Back

2021



That's Dazs

Strategy History



SITUATIONAL ANALYSIS

Overall

Studies on dessert have found to be skewed - people are hesitant to talk about indulgences.

Consumer Wants

- Safe, fresh ingredients
- More health conscious
- Vegan/inclusive options

Patterns

In surveys, 53% of people report they have had dessert in the past day.

Categories of Ice Cream

- "Impulse ice cream"
- "Take-home ice cream"
- "Artisanal ice cream"

Häagen Dazs offers products in all three of these categories.



What do Syracuse locals have to say?



Stocker:

"Häagen Dazs or Ben and Jerry's is my go to. I have to restock both company sections the most."



Cashier:

"Obviously Ben and Jerry's is the most popular." "People tend to buy multiple pints of the same brand at once."



Workers:

"No, because the customers here are really cheap."
"They buy Top's brand the most here because it's the least expensive."

Perceived price



Perceived quality



<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> - Premium image: sophisticated, prestigious, and luxurious - Well-recognized brand with a strong position in the global market - Products are high quality/natural with no additives, GMOs, or artificial flavors - Convenient: sold in shops and retail stores - Strong brand equity and unique packaging - Available at major retail chains - Owned by General Mills and the brand has been around for 60+ years - Häagen-Dazs has a wide range of regular ice cream to fat free, dairy-free yogurt in the market, which can easily capture the trendy to conscious customers 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> - Advertising is mainly print ads - Don't talk about the ice cream itself in advertising - Does not have a strong social media following and has an overall low presence on Instagram, Twitter, and Facebook - Limited global awareness compared competitors - High fat and calorie products - Old school approach of manufacturing compared to competitors resulting in expensive products - Lack in variety of flavors compared to competitors
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> - Introduce lower calorie ice creams to compete with other companies - New potential flavor and product launches - Advertise their other healthier ice cream products such as dairy-free, gelato, frozen yogurt, sorbet, etc. - Diversify brand into other categories through launching non-ice cream products - Influencer collaboration for healthy dieting - Expand advertising to more mass and digital media - Increase the number of Häagen-Dazs shop locations (currently 250 locations in US) 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - Highly competitive industry - consumers are becoming increasingly concerned about their health - Ice cream sales are lower in winter, fall, and spring than summer - Many other healthy “dessert” alternatives - Competitors have lower prices - Food and international regulations

COMPETITIVE ANALYSIS



Breyers



Ben & Jerry's

BREYERS

- Social media, listen to consumer recs
- Cookie the Cow
- Premium Ad units, 100+ media formats



BEN AND JERRY'S

- Social Media, celebrity and company collaborations
- Social and environmental consciousness
- Unique packaging
- Consumer engagement



TARGET PERSONA



Quality Treats

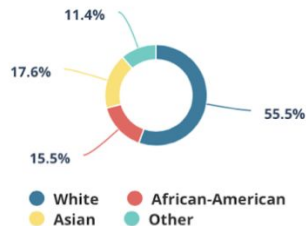


Clean Ingredients

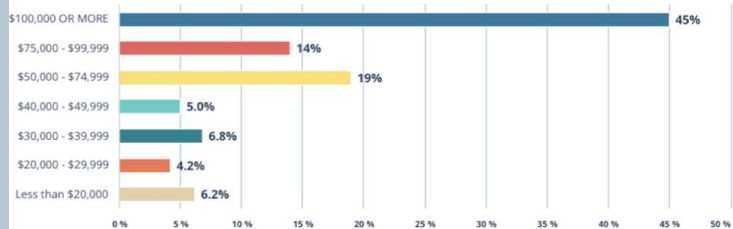


Dairy Free and
non-gmo Options

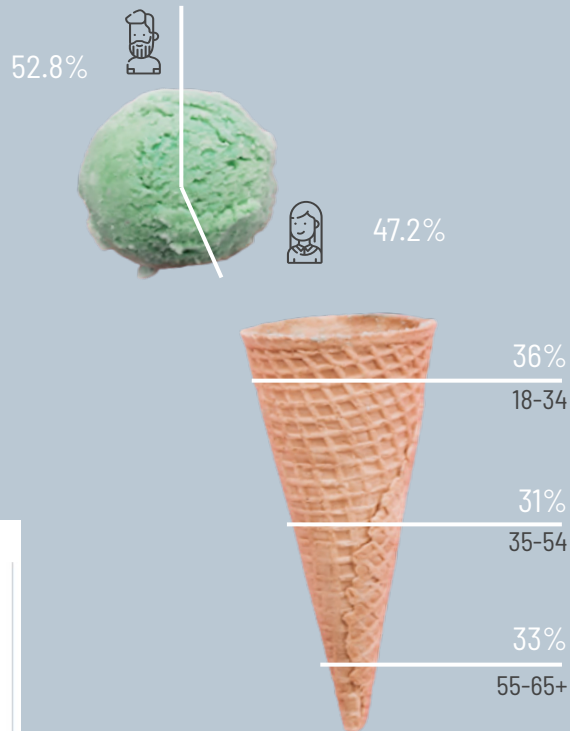
Race



Household Income



GENDER & AGE



CUSTOMER PROFILES

Single Sam, 25



Single Sam lives in New York City and is looking for a serious partner. Since he's paying off his student loans, he can't afford expensive dates. So, he is trying to make his studio apartment a perfect date night setting.

Hardworking Hannah, 31



Hardworking Hannah has lost 10 pounds since starting her fitness journey. She eats healthy and works out consistently yet gets irritable when her blood sugar is low. She's looking for a low calorie treat with clean ingredients.

STRATEGIC POSITIONING

“In an ice cream market overloaded by the bombardment of calorie counts and new flavors, Häagen Dazs is a timeless, luxury classic that has aged with increasing popularity throughout the years. Häagen Dazs has a unique velvety, creamy texture, with a multitude of distinct rich flavors that has set it apart from competitors.”



CREATIVE BRIEF

Why are we advertising?

With shelves stocked with other numerous flashy brands and intricate flavors, we need to differentiate Häagen-Dazs from its competitors.

What do they currently think?

"All ice cream is the same," "Haagen Dazs is too pricey," "Their flavors are too expected and mainstream."

What persuasive idea are we trying to convey?

That our prices are worth it for the quality.

Who are we talking to?

We are targeting young adults, roughly ages 20-35.

What do we want them to think?

Häagen-Dazs is always on the shelves as the luxury brand.

Brand Personality

Sensuous, encouraging of intimacy, luxurious, flirty, lighthearted

A close-up photograph of a swirl of pink and white ice cream, likely strawberry or raspberry flavored. The pink ice cream is on the left and bottom, while the white ice cream is on the right and top. The texture is soft and creamy.

CREATIVE EXECUTIONS

BILLBOARDS



BILLBOARDS



COMMERCIAL





POP-UP SHOP



SOURCES

Winther, Anita. "Mintel Portal: Log In." *Mintel Portal | Log In*,
<https://reports.mintel.com/display/946658/?fromSearch=%3Ffreetext%3Dhaagen%2520dazs>.
"The History of Haagen-Dazs." *Official Häagen-Dazs®*, <https://www.icecream.com/us/en/brands/haagen-dazs/about/our-history>.

Kelly, Chris. "Häagen-Dazs' CMO Details How a Rebranding Ties to the Company's Diversity Goals." *Marketing Dive*, 19 May 2021,
<https://www.marketingdive.com/news/haagen-dazs-cmo-details-how-a-rebranding-ties-to-the-companys-diversity-g/600410/>.

Häagen-Dazs Debuts Four New Flavors,
<https://reports.mintel.com/sinatra/oxygen/display/id=608235?fromSearch=%3Ffreetext%3DHaagen%2520Dazs>.

<https://www.scrapehero.com/location-reports/Haagen-Dazs-USA/>
<https://insights.mrisimmons.com/essentials/quickreports>
<https://brandauditicecream.wordpress.com/2-customer-insight/#:~:text=penetration%20rate%20market-,HAAGEN%20DAZS,value%20quality%20and%20follow%20trends>.
<https://www.promomarketing.info/secret-cinema-launches-secret-sofa-partnership-haagen-dazs/>
https://www.warc.com/content/article/HaagenDazs_Dedicated_to_Pleasure/4456
<https://advertisers.mediaradar.com/breyers-advertising-profile#MediaSpend>
<https://www.breyers.com/us/en/about.html>
<https://www.mordorintelligence.com/industry-reports/ice-cream-market>
https://issuu.com/tristanreding/docs/ben_and_jerrys_marketing_plan
<https://blog.datassential.com/news/dessert-trends-for-restaurant-operators>

*THANK
YOU!*

