

Final Presentation

BEN & JERRY'S



BEN & JERRY'S TEAM



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Table of Contents

1. Client Overview

2. Scoop of Work

3. Team Accomplishments

4. Team Reflection





Established in 1978 in Vermont, Ben & Jerry's is famous for its inventive ice cream flavors, appealing to a broad audience of ice cream enthusiasts. The company not only offers a diverse range of dessert flavors and catering services but also stands out as a socially responsible business.





Scoop of Work



Increase Social Media Engagement



Promote the New Fenway Location



Develop New Influencer Partnerships

Team Accomplishments



Social Media



Events



Partnerships

Activities & Portfolio



32 posts
60 stories
4 reels

20
Tags/Mentions

10
Influencer
Outreaches

2
Influencer
collaborations

8
Partnerships

1
Newsletter

7
Flyers

Partnerships



BIGSISTERBOSTON

**COM
STUGOV**



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STU
GOV**



32 posts
60 stories
4 reels



Vermont's Finest
BEN & JERRY'S

FOOD DRIVE

With Friends of Watertown Food Pantry
80 Mount Auburn Street, Watertown, MA 02472

This holiday season give back to your community and donate non-perishable food items, hygiene products, and cleaning supplies to the Watertown Scoop Shop.

Every donation enters you in a raffle for a chance to win a Ben & Jerry's Themed Ice Cream Cake

Starting now until Dec. 4
Drop off Locations:
Watertown - 103 Arsenal Blvd

Vermont's Finest
BEN & JERRY'S
11/21
4-7pm

FANEUIL HALL TREE LIGHTING

There will be musical performances, guest speakers, and sweet samples from Ben & Jerry's Boston Scoop Shops. Tree Lighting at 6PM!

CHERRY GARCIA

National Dessert Day

Vermont's Finest
BEN & JERRY'S

Giving Tuesday

E Pluribus UNUM
NATIONAL CENTER FOR RACE AMITY

CHUNKY MONKEY

Vermont's Finest
BEN & JERRY'S

Halloween Costume Ideas

Vermont's Finest
BEN & JERRY'S

10 PINT PARTY

MAKING STRIDES AGAINST BREAST CANCER

In support of Breast Cancer Awareness Month we will be donating \$1 for every PINK Sundae purchased

SPECIAL SUNDAE:

- STRAWBERRY ICE CREAM
- HOT FUDGE
- PINK WHIPPED CREAM
- PINK RIBBON SPRINKLES

Boston Scoop Shop Location: Faneuil Hall 8 N Market

BEN & JERRY'S COW

What's the Scoop?



SBJ Line: Scoop into Sweet Delights: Ben & Jerry's Boston Scoop Shops Await!

"Ice Cream and More: Ben & Jerry's Scoop Shops and Their Unique Offerings"

Hey there, Ben & Jerry's lovers! Welcome to a delectable edition of "What's the Scoop?" Nestled in the heart of iconic Boston spots, our scoops shops are an urban oasis for ice cream lovers. From exclusive menu items to community engagement, each location is a unique experience.

What's the Scoop?

Ben & Jerry's Scoop Shops in Boston are renowned for offering exclusive, limited-edition flavors that you won't find anywhere else. From the beloved classics like "Cherry Garcia" to local favorites like "Bossin' Cream Pie," these flavors are crafted with a sprinkle of local charm. Immerse yourself in the rich history of Boston by indulging in a scoop of the iconic "Americone Dream" during your next visit.

But it doesn't stop there! Ever had a custom-made ice cream sundae named after your favorite local landmark or have you ever had a customized ice cream cake with your favorite flavors? These shops are the haven for such unique indulgences, where your imagination is the limit.

Catering Options for Every Occasion

Planning a celebration or event? Ben & Jerry's Scoop Shops in Boston have you covered! Whether it's a birthday party, corporate event, wedding, or a simple get-together, our catering services bring the magic of Ben & Jerry's right to your doorstep.

Imagine you guests indulging in a sundae bar, creating their own ice cream masterpieces. Or perhaps you'd prefer our expert scoops dishing out the goodness on-site. The possibilities are endless, and the smiles are guaranteed.

Your Scoop Shop Adventure Begins

Plan your next gathering with our catering services or simply drop by to experience the joy of our exclusive menu items. Your visit to Ben & Jerry's Scoop Shops in Boston is not just a treat for your taste buds, it's an opportunity to be part of something bigger – a community that shares the love for great ice cream and giving back.

Stay tuned for more exciting updates, new flavors, and upcoming community events.

Scoop on, Boston!



BEN & JERRY'S BOSTON



**Welcome to our
December Newsletter!**

What's the Scoop?

**Your holiday party just got
sweeter. Ben & Jerry's catering is
perfect for office parties,
weddings, or birthdays!**



**Create a custom-made ice
cream sundae or a customized
ice cream cake with your
favorite flavors! Book before
March 31, 2024 for 10% off!**

Tags & Reposts



Social Media Presence



Social Media Presence in Boston



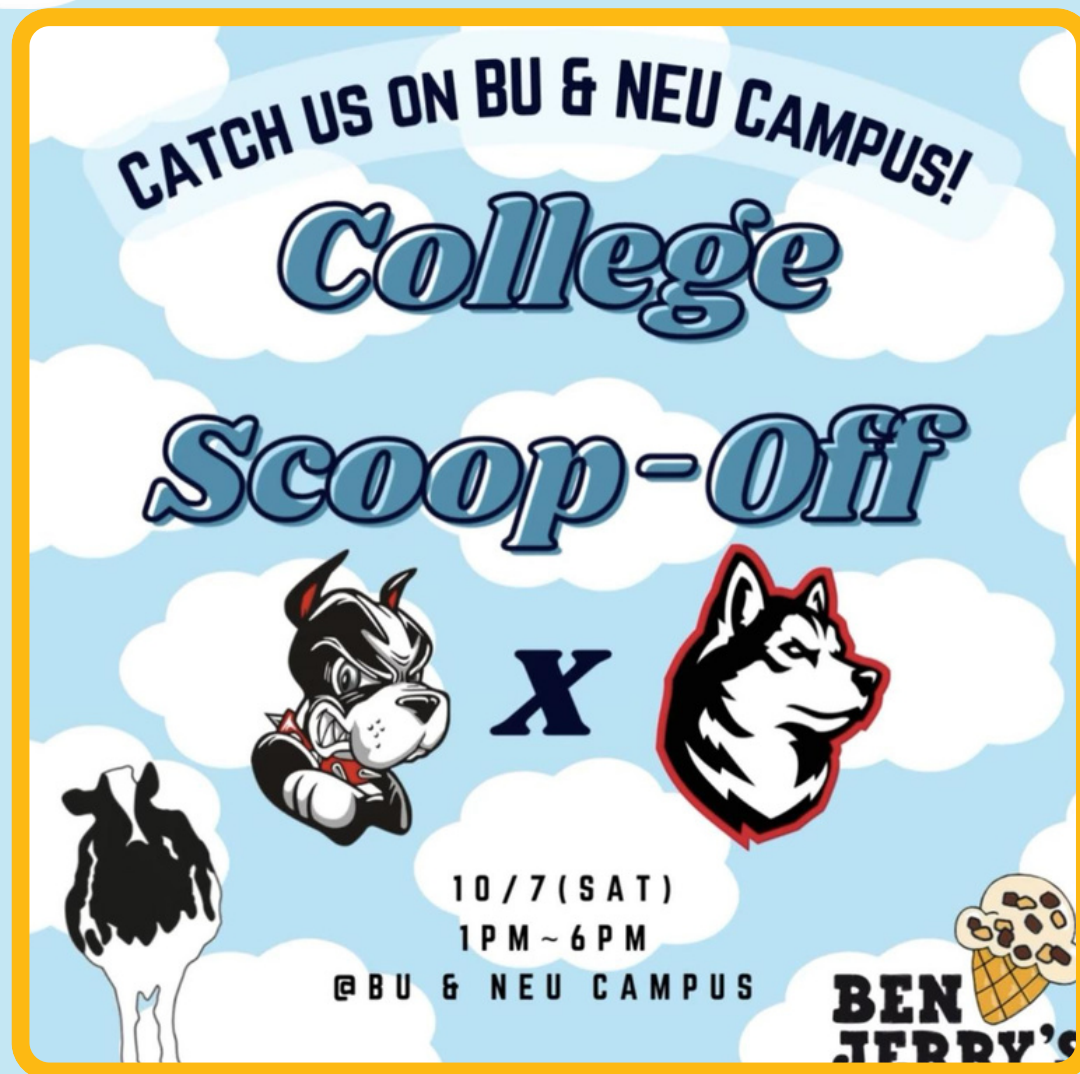
197%

**324 more accounts
engaged**

101%

**4,165 more accounts
reached**

Highlighted Events



College Scoop-Off



Voter Registration Event



Events Supported

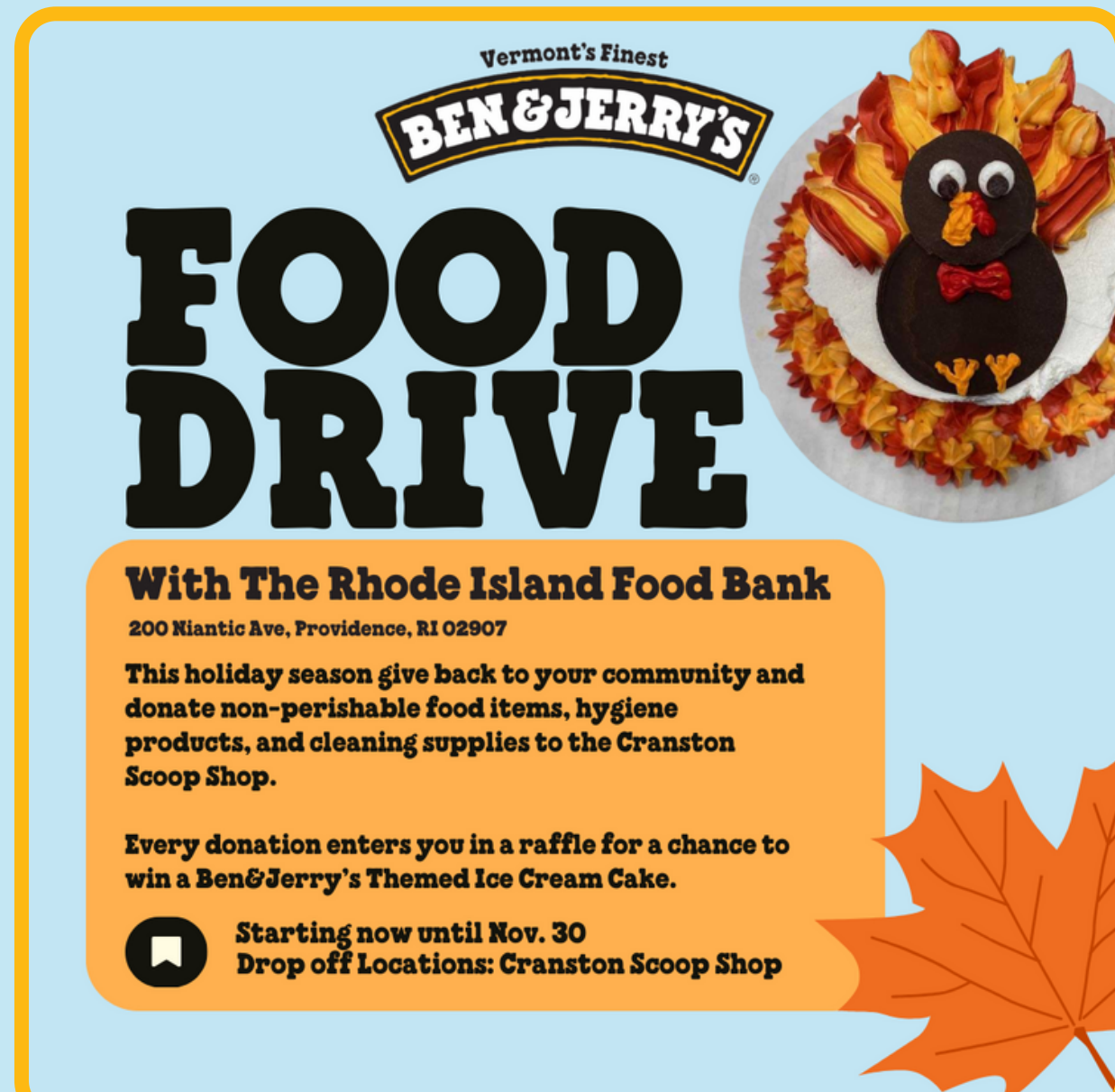


**Faneuil Hall Tree
Lighting**

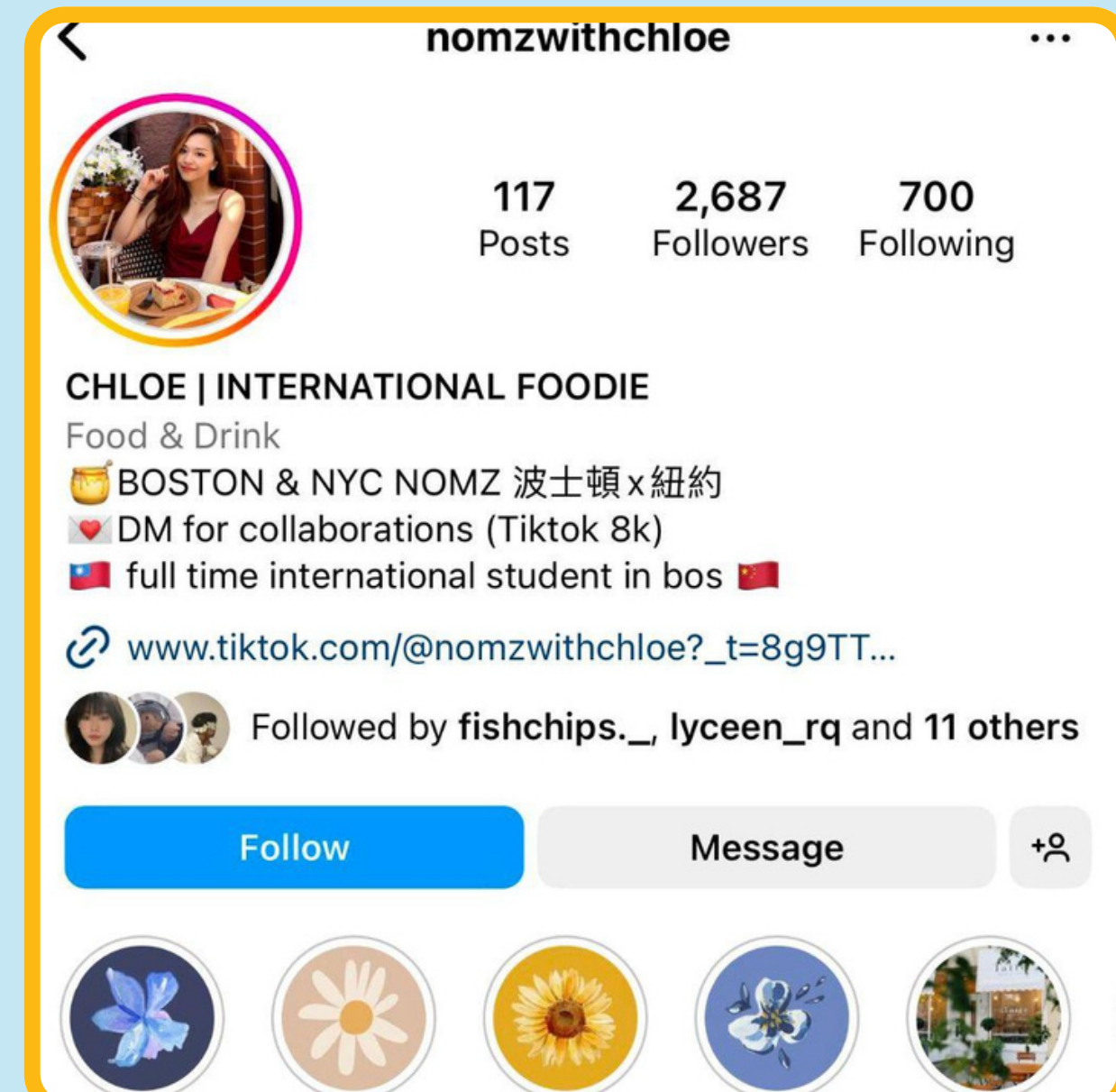


Jimmy Fund

Collaborating for Impact



**Watertown Food Pantry &
Rhode Island Food Bank**



Chloe Chang

And We Aren't Finished!



Big Sister Boston's Nights of Light Event:

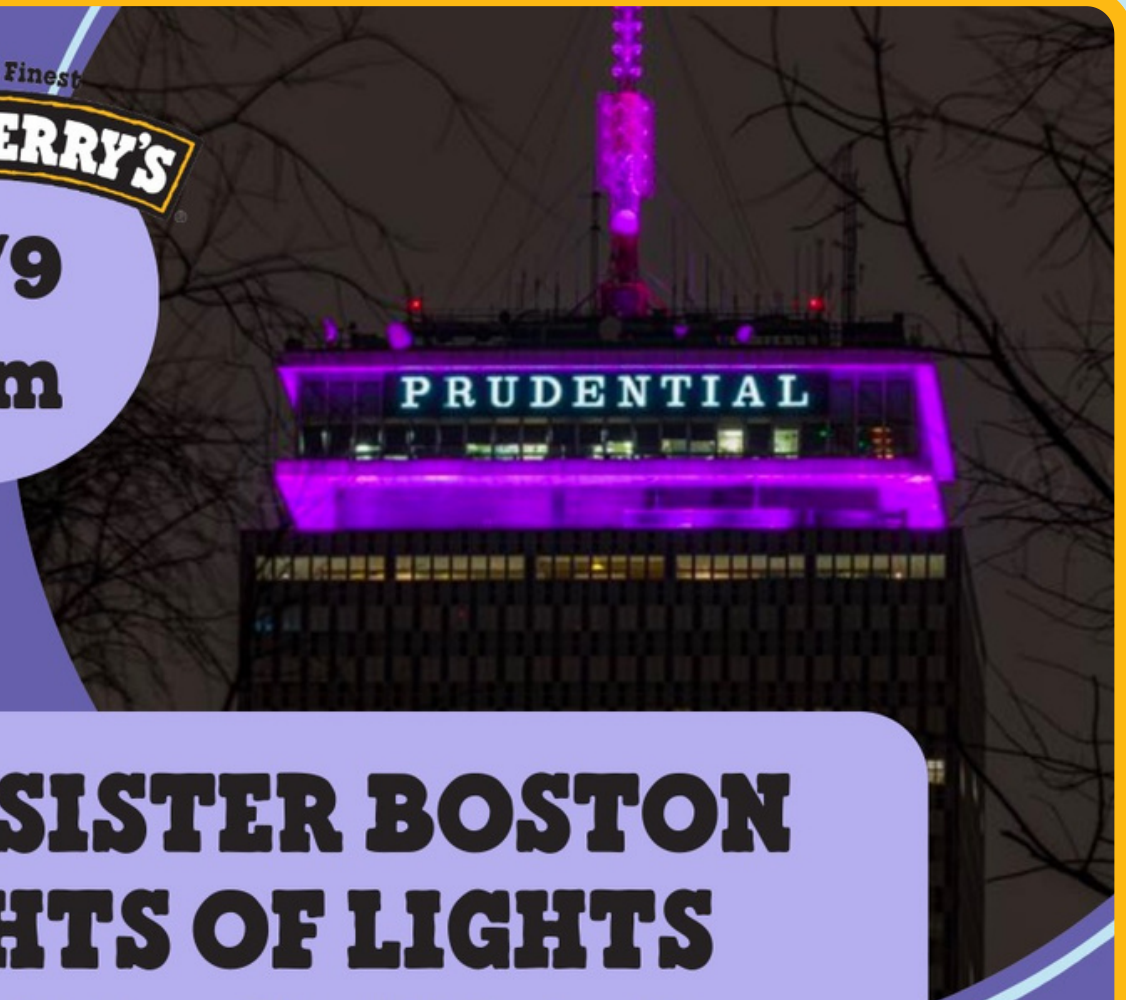


Vermont's Finest
BEN & JERRY'S

**12/9
5pm**

BIG SISTER BOSTON NIGHTS OF LIGHTS

Big Sister Boston will be lighting up the Prudential Center on 12/9. Join us at 5:00pm to turn on the lights! Ben&Jerry's will be serving ice cream.



Team Reflection



Business Mindset



Adaptation



Strategic Communication

Questions?



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