

PR Plan



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BEN & JERRY'S TEAM



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Situation



Ben & Jerry's, much like a pint of their ice cream, is a delightful swirl of creativity and activism, served up in a socially-conscious cone. A renowned ice cream company founded in 1978 by Ben Cohen and Jerry Greenfield in Burlington, Vermont, Ben and Jerry's gained fame not only for its delicious and inventive ice cream flavors but also for its strong commitment to social and environmental responsibility. Ben & Jerry's is known for its ice cream, frozen yogurt, sorbet, ice cream cakes and other frozen treats, as well as its catering and delivery services. The brand has also partnered with many celebrities to make signature flavors, such as Jimmy Fallon's The Tonight Dough.

Ben & Jerry's has become a leading example of a business that integrates its values into its operations, advocating for causes such as fair trade, environmental sustainability, and social justice. Ben & Jerry's Boston is celebrated for its dedication to making a positive impact on the local community by encouraging local voter registration, working with Boston-area community groups, and more.

PRLab will focus on six of Boston's beloved Ben & Jerry's locations: Faneuil Hall, Newbury Street, Watertown, Prudential Center, Seaport, and Fenway. Our work goes beyond simply celebrating the frozen delights and unique Scoop Shop atmospheres. We are committed to amplifying these experiences through fresh influencer collaborations and a heightened social media presence. But that's not all—our mission extends to championing social causes, particularly as we approach the upcoming November elections.

Situation, cont.



Brand Mission & Identity

"Ben & Jerry's is founded on and dedicated to a sustainable corporate concept of linked prosperity. Central to the mission of Ben & Jerry's is the belief that all three parts of its mission must thrive equally in a manner that commands deep respect for individuals inside and outside the Company and supports the communities of which they are a part."

- **Our Product Mission** drives us to make fantastic ice cream – for its own sake
- **Our Economic Mission** asks us to manage the company for sustainable financial growth
- **Our Social Mission** seeks to meet human needs and eliminates injustice in local, national and international communities

Situation, cont.



Ben and Jerry's and PRLab will work together to:

- Increase social media engagement and generate ongoing outreach
- Promote the new Fenway Scoop Shop
- Create and promote campaigns with new local influencers
- Advance social and environmental mission
 - Plan and host a signature event with BU Votes and Democracy is in Your Hands aimed at increasing voter registration

Media Audit: Traditional Media

Ben & Jerry's Current Traditional Media Presence:

- Newspaper/Press - Earned Media
 - ["Here are the best places to get ice cream in Somerville and Cambridge"](#) (Boston.com, Aug 17th, 2023)
 - Ben & Jerry's was mentioned in the article but did not make it to the top 5 scoop shop in Somerville and Cambridge.
 - ["Ben & Jerry's co-founder slams NATO, U.S. over war in Ukraine"](#) (Boston Herald, July 20th, 2023)
 - Ben Cohen announces his support towards the end of the war in Ukraine.
 - ["Ben & Jerry's stock melts down"](#) (Boston Herald, July 6, 2023)
 - Stock prices drop after Ben Cohen makes comments on the U.S. stealing "Indigenous Land"

Media Audit: Traditional Media Cont.

- ["Ben & Jerry's gets 'Bud Light treatment' after claiming July 4 that US sits on 'stolen indigenous land'"](#) (Fox Business, July 5th, 2023)
 - Ben & Jerry's misspoke on Twitter causing boycott on their product
 - Although Ben & Jerry's values social justice, their controversial comments on Twitter backfired, causing multiple boycotting incidents since 2021
- ["Ben & Jerry's Co-Founder Arrested During Protest over Julian Assange Case"](#) (Independent, July 7th, 2023)
 - Ben Cohen arrested for protesting and setting aflame a document propped up on an easel, which read "freedom of the press."
- Key Message
 - Ben & Jerry's recent media coverage is mostly negative, as of September 2023, towards brand reputation due to radical behaviors of their co-founder and controversial comments which caused public outrage and product boycotting.

Media Audit: Instagram



Ben & Jerry's Current Social Media Presence:

@benjerryboston

- Post: 1,700
- Followers: 3,182
- Likes: Hidden
- Comments: average under two comments per post (no comments more than 19 in 2023 posts)

Content summary

- Community & Local event
- Pop-up ice cream truck
- Scoop photos
- Social justice activity involvement

Comment summary

- Almost all comments are positive. Posts with under five comments are mainly bot comments and advertisement comments from other accounts.

Date obtained: 09/21/2023

Media Audit: Twitter (X)

Ben & Jerry's Current Social Media Presence:

@BenJerryBoston

- Tweets: 4,108
- Followers: 2,798
- Average likes per post: 2
- Average comments per post: 1

Content Summary

- New flavors announcement
- Scoop photos
- Pop-culture content
- Promotion
- Product features



Media Audit: YouTube



Ben & Jerry's Current Social Media Presence:

@benandjerrys

- 40.27 K subscribers
- 459 videos
- Average views: inconsistent (range from 208 views to 104,000 views)
- Posting pattern: usually one to three times per 3 months

Content Summary

- Social justice campaign
- Top flavors of the year
- New flavor introducing
- Ben & Jerry's Headquarter reveal

Media Audit: TikTok



Ben & Jerry's Current Social Media Presence:

@benjerryboston

- Post: 42
- Followers: 122
- Total Likes: 3010
- Average likes: 71.67
- Average comments per post: 1
- Views range from 141K ~ 15.3K

Content Summary

- Pop-up ice cream truck
- Product production videos
- Boston Store features - "Get to know our locations"
- TikTok challenges

Data obtained: 09/21/2023

Media Audit: Owned Media



Official Website:

- Includes flavors, products, world-wide store locations, catering information, company missions, in-depth company overview, blog posts, and activism.

Blog - Owned Media

Ben & Jerry's "What's New?" Blog shows their involvement in social justice and cultural issues

Their blog posts are categorized into culture, flavors, fun, music, recipes, and values

Email Newsletter

- The "Inside scoop" newsletter includes latest flavors, promotions, social justice activities, recipes, and more

SWOT analysis

Strength

- Brand recognition: Ben & Jerry is a well-established brand with great brand image for its high-quality ice cream and innovative flavors.
- Quality control: The brand is known for using high-quality ingredients and high-quality control which is a unique selling point for consumers in Boston.
- Creativity and innovation: Ben & Jerry is known for its great marketing and PR campaigns.
- Inclusive and diversity: The brand has unique flavors of ice cream throughout the years with flavors from vegan to seasonal specials.
- Influencer background: There are multiple influencers that had collaborations with Ben & Jerry in the past, such as Jimmy Fallon, which build a strong image of the brand.

Weaknesses

- Inconsistent social media contents: posts on Boston Ben & Jerry Instagram page. Current page of Instagram has lack of creativity and innovation.
- Premium pricing: Ben & Jerry is known for high quality ingredients, therefore pricing is high for certain consumers.
- Competition: In Boston where there are a lot of variety of ice cream, Ben & Jerry is hard to stand out and maintain customer loyalty.

SWOT analysis– Cont.

Opportunities

- Expand into the University market, as there are many colleges around that Ben and Jerry's can form relationships with.
- Build a strong social media presence to catch the attention of Boston locals.
- Take advantage of sports games (Bruins and Celtics) to increase brand awareness and promote flavors
- Appeal to Boston's sustainability practices by creating a campaign centered around that
- Create long-lasting relationships with local food bloggers and influencers

Threats

- Ben & Jerry might face threat of negative publicity which might gain dissatisfaction with their target consumers.
- There might be strong competition with Boston's local ice cream shops such as: J.P. Licks and Amorino Boston
- The long winter season might affect the wants and needs of ice cream from local customers
- Given its high profile and active voice on contentious issues, the company could potentially face increased regulatory scrutiny, which can pose PR challenges.

Objectives



Increase Social Media Engagement

- Increase the average number of likes and comments by 8% and general engagement on @BenJerryBoston Instagram and Facebook by 12% by 12/5
- Increase the average number of views and likes by 8% and the general engagement on @BenJerryBoston TikTok by 12% by 12/5

Increase Awareness for Boston Scoop Shops

- Receive at least three local influencer mentions by 12/5 to increase brand awareness for Boston Scoop Shops
- Partner with three college student-run organizations run by 12/5

Highlight Mission of Social Justice

- Increase the number of registered voters through Ben & Jerry's by 20 by 12/5
- Partner with 2-3 community nonprofit organizations by 12/5

Research



Information to receive from client:

- Potential/past influencers that Ben & Jerry's would like to or had worked with.
- Media Login information (Tiktok, Instagram)
- Is client open to release limited edition flavor exclusive to Boston scoop shops?

Research from Competitors and Partners

- Which ice cream flavor at the Fenway scoop shop is most popular to determine the creation on the new flavors.
- Research what social media posts on other competing scoop shops are receiving more traction (J.P. Licks, Scoop and Scootery, Cold Stone).

Evaluating Engagement

- Determine the current engagement on each media post (likes, comments and views) to measure the effectiveness of each plan.
- Track which posts received the most engagement to cater to that content.

Key Messages

Social Activism and Corporate Responsibility

- Ben & Jerry's is well-known for its stance on various social issues, including climate change, racial justice, and LGBTQ+ rights. They often launch specific campaigns or even create special flavors to raise awareness and funds for various causes. They are committed to making the world a better place through corporate activism.

Social & Economic Justice

- Ben & Jerry's stands unwaveringly dedicated to fostering equity, opportunity, and justice for historically marginalized communities worldwide, understanding that true justice intertwines with ensuring fair livelihoods for all. Rooted in their Economic Mission, they prioritize sustainable financial growth, aiming not just for profitability but also for the holistic value enhancement for their stakeholders.

Target Audience



Target audience	College students in Boston-Gen Z, young adults	Environmentally conscious consumers	Individuals who are interested in ice cream
Relationship with the organization	They appreciate the brand's social activism and are primary consumers of the product. These generations are always looking to explore new products and would be interested if the campaign aligns with their values.	This audience appreciates Ben & Jerry's commitments to sustainability and environmental efforts. They might be swayed if they learn more about the organization's sustainability initiatives.	They are willing to pay a premium for quality products. Also, they might be attracted through campaigns emphasizing the premium quality of the ingredients and flavors.
Media channel they consume	Social media: Instagram, TikTok, and Twitter. Traditional: Limited interaction, but potentially through magazines and TV shows aimed at younger demographics. Owned: Ben & Jerry's official website and newsletters.	Social Media: Facebook groups or subreddits dedicated to sustainability, YouTube channels focused on eco-friendliness. Traditional: Magazines, newspapers, and TV segments focused on environmental sustainability. Owned: Blogs and newsletters dedicated to sustainability.	Social Media: Instagram, Uber eats, and YouTube. Traditional: Lifestyle magazines, TV shows. Owned: Direct emails, advertisements, posters..

Strategy

#1: Increase social media engagement by sharing meaningful content and generating ongoing outreach to build a loyal customer base in the Boston area

#2: Increase awareness for Boston Scoop Shops by collaborating with local influencers and student-run organizations to reach a broader audience and promote special offers

#3: Increase awareness of Ben and Jerry's social justice campaign by engaging with the local community through events and partnerships

Ongoing Tactics



For Strategy #1:

- Posting 2-3 posts and 3-4 stories per week on Instagram and 1-2 videos per week on TikTok
- Liking and replying to comments
- Posting photos and videos recorded in Scoop Shops or at events, and reposting user-generated content

For Strategy #2:

- Following local influencers and student-run organizations at local universities
- Utilizing social media platforms to promote Ben & Jerry's locations in Boston, specifically highlighting the new Fenway scoop shop
- Posting pictures or videos of scoops, milkshakes, fresh waffle cones, and exclusive Boston flavors offered at scoop shops

For Strategy #3:

- Establish partnerships with community organizations and nonprofits
- Host and promote events that highlight Ben & Jerry's social missions

Giveaways

For strategy #1: 1st Giveaway: Sweet Victory: College Scoop-Off

- National Dessert Day, October 14
- The TikTok Challenge will last for two weeks, from October 7th to 13th
- Create a post announcing the event on Instagram and Facebook using the hashtag **#collegescoopoff**
- Join the TikTok across the BU and NEU campuses, where students will be quizzed on Ben & Jerry's history and fun facts
- The winners will receive a free scoop or milkshake

Giveaways: Recipe Challenge



For Strategy #1: 2nd Giveaway: Cones & Creation Contest

- The contest will last from October 24th to the 30th
- The winner will be announced on October 31st
- Create a post announcing the giveaway on Instagram and Facebook
- Enter by sharing your favorite ice cream recipes or unique ice cream based dishes with a photo or video
- Rules to enter the giveaway: Follow **@BenJerryBoston**, like the post, and post your ice cream creation on your Instagram story, tagging **@BenJerryBoston** and using the hashtag **#conecreation**
- Winner is picked based on the most delicious and visually appealing recipe
- Winner(s) can earn a free small ice cream cone with a flavor of their choice

Giveaways: Giving Thanks

For Strategy #1: 2nd Giveaway: Throwback Thursday with Ben & Jerry's

- The contest will last from November 9th to November 22nd
- The winner will be announced on November 23rd
- Create a post announcing the giveaway with a Thanksgiving theme on Instagram and Facebook with the hashtag **#Scoopsgiving** and tagging **@BenJerryBoston**
- Enter by sharing fond memories and nostalgic moments related to Ben & Jerry's ice cream. It's all about celebrating the history and nostalgia that your brand represents
- Rules to enter the giveaway: Follow **@BenJerryBoston**, like the post, and post your ice cream creation on your Instagram story, tagging **@BenJerryBoston** and using the hashtag **#Scoopsgiving**
- Entries will be judged based on the nostalgia factor, the creativity of the memory shared, and the emotional connection to Ben & Jerry's
- The winner(s) can earn a free ice cream cake for their Thanksgiving dinner

Content

#1: Increase social media engagement by sharing meaningful content and generating ongoing outreach to build a loyal community in the Boston area

#2: Increase awareness for Boston Scoop shops by collaborating with local influencers and student-run organizations to reach a broader audience and promote special offers

- We will create 2-3 posts and 3-4 stories per week on Instagram and 1-2 videos per week on TikTok according to our content calendar, with Ben & Jerry's approval
- We will develop community centric content for Boston Scoop Shops, specifically the new Fenway location, with an emphasis on Instagram and TikTok
- We will repurpose TikTok content into Instagram Reels to make use of all the content we capture and take advantage of Instagram's Reels-based algorithm.

Content, cont.

- Instagram Reels and TikToks: Red Sox Team Players
 - Which flavor would members of the Red Sox Team be
- Instagram Reels and TikToks: Inside Scoop into the New Fenway Location
 - Take viewers behind the scenes to show the love that goes behind each scoop by highlighting unique ice cream flavors, and sharing ice cream hacks and tips
- Instagram Reels and TikToks: Themed Ben and Jerry's Days
 - Dedicate specific days to unique themes, like "Waffle Cone Wednesdays" or "Sundae Funday." Share videos related to the theme and encourage customers to participate
- All Platforms: Boston Local Landmarks
 - Take photos of Ben & Jerry's pints at Boston landmarks, such as Fenway Park, Isabella Stewart Gardner Museum, and Boston Common, and showcase your products against the backdrop of the city's scenery
- All Platforms: Holiday Themed Posts
 - Product photography centered around holidays, such as Chocolate Therapy on National Chocolate Day on October 28

New Boston flavors Launch Event



Strategy #2: Increase awareness for Boston Scoop shops by collaborating with local influencers and student-run organizations to reach a broader audience and promote special offers

- Create a unique ice cream flavor for the Fenway location
 - Potential flavor names: "The Green Line" "Clam Chowdah" "Lobstah"
 - These unique flavors will target the local audience
- Host an event to encourage people to register to vote while promoting the new flavors.
- Reach out to 2-3 local influencers and have them promote the exclusive flavor leading up to the launch of the new flavor.
- Have them mention that the firsts 30 customers will receive a free custom tee shirt with a purchase of a new ice cream flavor on their launch date.
- Ben & Jerry's will roll out their own social media content along with the influencers to promote.

New Boston flavors Launch Event

Cont.



- The day of the launch, set a table that displays t-shirts and voter registration information.
- Encourage customers to post the new flavors on their social media using #ben&jerry and tag @ben&jerry
 - Will receive 10% off their ice cream
- Invite @wbznewsradio to cover this event.

Potential Influencers

- @wbznewsradio
- @twotastebuddiez
- @bustudentgov

- A journalistic style radio platform
- Targeted platform: TikTok (160.6k followers)
- His content highlights the Boston community, focusing on Boston quirks.
- Fits with Ben & Jerry's fun vibe
- Invite him to cover the Launch
- Pitch a story to highlight silly new ice cream flavors and push voter registration

@twotastebuddiez



- Instagram food bloggers
- Following: 107k
- The content highlights foods around the Boston area
- Can post a TikTok, 2 story posts, and a feed post trying the new flavors.
- Target Boston foodies

@bustudentgov



- Student-run organization that can increase the exposure to BU students.
- Following: 5,594
- 3 feed posts promoting free t-shirts for first 30 customers.
- Using #beantown&jerrys and tag @ben&jerrys

Influencer partnership

- Choose an influencer to partner with
- Have them visit the new Fenway scoop shop and share what their favorite flavor is to their online audience
- They will take over the Ben&Jerry's instagram as well as share silly content that matches the fun vibe of our brand.

Signature Event

Strategy #3: Increase awareness of Ben and Jerry's social justice campaign by engaging with the local community through events and partnerships

- Organize and execute a signature event focused on increasing voter registration
- Partner with BU Votes to strategize and cross-promote the event with a voter registration booth on Boston University's campus
- Align the event with Ben & Jerry's corporate **Democracy is in Your Hands Initiative**
 - Work with 2-3 Boston University clubs to promote the event on their social media channels
- Event attendees will either register to vote or, if they are already registered, take a pledge to vote and receive free ice cream
- Potential Locations: Marsh Plaza, GSU, COM Lawn

Community Partners



Strategy #3: Increase awareness of Ben and Jerry's social justice campaign by engaging with the local community through events and partnerships

- In order to further emphasize Ben & Jerry's social mission, we will create partnerships with 2-3 Boston-based community organizations whose values align with those of Ben & Jerry's
- We will promote the mission and events of each organization through social media content on Ben & Jerry's social media platforms
- One potential partnership is with the **Yawkey Boys & Girls Club of Roxbury**. We could promote International Day of Giving (Nov. 28) and create social media content to bring awareness to this partner
- Two other potential partners include the National Center for Race Amity and ARCK, both of which Ben & Jerry's has worked with before

Evaluation



We will know our plan was successful if we reach or surpass our objects by December 2023

Objective 1: Social Media Engagement

- Increase the average number of likes and comments by 8% and general engagement on @BenJerryBoston Instagram and Facebook by 12% by 12/5
- Increase the average number of views and likes by 8% and the general engagement on @BenJerryBoston TikTok by 12% by 12/5

Objective 2: Increase awareness for Boston Scoop Shops

- Receive at least 3 local influencer mentions by 12/5 to increase brand awareness for Boston Scoop Shops
- Partner with 3 college student-run organizations by 12/5

Objective 3: Highlight the Mission of Social Justice

- Increase the number of registered voters through Ben & Jerry's by 20 by 12/5
- Partner with 2-3 community nonprofit organizations by 12/5

SEPTEMBER 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	 29	30

- 9/29: Meeting with Ben and Jerry's
- Create a social media calendar
- Conceptualize giveaways, events, promotions
- Reach out to local influencers and community partners
- Reach out to local influencers and community partners to establish relationships with

OCTOBER 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 	4	5	6	7 
8	9	10	11	12	13	14 
15 	16	17	18	19	20	21
22	23	24 	25	26	27	28 
29	30	31 	1	2	3	4

- 10/3: Begin Sharing Regular Weekly Content
- 10/7: #CollegeScoopOff Contest Begins
- 10/14: National Dessert Day ~ Winners collect prizes
- 10/15: Begin influencer partnership/takeover
- 10/24: Cones & Creation Contest Begins
- 10/28: Announce Boston Flavors and begin Influencer promotions
- 10/31: Winners for Cones & Creation Contest announced
- Host Signature Voting Event – Date TBD

NOVEMBER 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	 7	8	 9	10	 11
12	13	14	15	16	17	18
19	20	21	22	 23	24	25
26	27	 28	29	30	1	2

- 11/7: Election Day
- 11/9: Giving Thanks Giveaway Begins
- 11/11: Launch Exclusive Boston Flavors event and invite @WBZnewsradio
- 11/23: Giveaway Winners Announced
- 11/28: Promote International Day of Giving with Yawkey Boys & Girls Club

DECEMBER 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	 1	2
3	4	5	6	7	8	9
10	11	 12	13	14	 15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- Continue social media posting on all platforms
- **12/1:** Conclusion of client work
- **12/12:** Client receives final project report
- **12/15:** Client evaluations of account teams due

Budget



- PRLab agency fee: \$300

The client also agrees to cover pre-approved expenses needed to complete projects and facilitate events, such as:

- Influencer partnerships and collaborations
- Ice cream and merchandise giveaways
- Supplies and materials for events

Budget Estimated

New Boston Flavors Launch Event

- T-shirts: \$60-70
- Influencer paid posts:
 - Story: \$300 per post
 - Feed post: \$500
 - TikTok: \$1000 per post

Signature Event

- Tent and table: \$50
- Registration forms and pens: \$30

Questions?



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