

# BRAND REPOSITIONING



Advertising Campaigns

March 21, 2017

Bethany Seaton and Leanne Howorth

# MARBLE SLAB CREAMERY

## CREATIVE BRIEF

### BACKGROUND

Marble Slab Creamery has been providing Canada and the world with the highest quality of customer service and finest quality of personalized ice cream since 1983. They introduced the 'frozen slab' ice cream concept to Canada starting in Calgary, Alberta, and now have stores coast to coast across Canada.

With more than 50 flavours of ice cream and 30 mix-ins available in 391 stores internationally, Marble Slab has become a well-known brand both in Canada and around the world. With ice cream made from Real Canadian Dairy, they are proud to offer Canadians a product that is home-grown.

### OBJECTIVE

Our objective is to reposition Marble Slab Creamery as a premium treat for hard working Canadian's. We want to increase brand awareness in a manner that resonates with our target market and all other markets.

### AUDIENCE

Canadian men and women aged 25-35 who have busy professional and social lives.

### DELIVERABLES

- Print advertisements to appear in local papers and lifestyle magazines
- OOH advertisements to appear in transit shelters, train stations, and malls/shopping centers
- 30-second TV spot to air on Canadian news stations
- Redesigned, modern Marble Slab Creamery logo

### ATTITUDES, BELIEFS, OBJECTIONS AND CURRENT BEHAVIORS

- Marble Slab Creamery is known as an expensive family ice-cream chain
- Many Canadians believe it is important to support Canadian businesses (such as the dairy business)
- People are now, more than ever, focused on their health and selective about the quality of food they are consuming

# MARBLE SLAB CREAMERY

## CREATIVE BRIEF

### CALL TO ACTION

'We've got you.' Our call to action repositions Marble Slab Creamery as Canada's premium ice cream parlor for days when you need a treat.

### TO NE

The primary tone of our campaign is reassuring and connective. Through our headline, we are relating to our consumers and welcoming them to come to Marble Slab for a treat.

### KEY AND SECONDARY MESSAGE

Our main message is that Marble Slab Creamery is the go-to ice cream parlour for busy people who need a few minutes to relax and indulge. We are speaking directly to the people who have just left their 9-5 job after a long day who are in need of a quick break. Our secondary message comforts our consumers by letting them know that it's okay to have a bad day and they are allowed to treat themselves to some ice cream. In a health-conscious world, it is important that we combat the guilt that people are made to feel when they indulge.

# MARBLE SLAB CREAMERY

## SWOT

### STRENGTHS

- High quality ice cream
- Premium products
- The waffles and ice cream are made fresh every day in store with Real Canadian Dairy
- Over 50 flavours and 30 mix-ins (fruit, candy, nuts, chocolate)
- Offer more than just ice cream such as ice cream cakes, ice cream cupcakes and yogurt
- Offer catering to bring the ice cream to events such as birthdays, parties, corporate events

### WEAKNESSES

- High costs for the products
- Weather dependent (not many people get ice cream in the winter)
- Ice cream is not really healthy when trying to keep up in a health conscious world
- Lack of advertising (hardly any commercials playing, digital, only some print)
- Rely on word of mouth

### OPPORTUNITIES

- Advancement into a grocery store brand
- Health conscious creations
- National partnerships
- Mobile advertising advancements
- Menu expansion
- Marble Mail expansion
- Contest calendar
- Frozen Yoghurt options

### THREATS

- Competition from high end brands such as “Ben and Jerry’s”, “Baskin Robins” “Cold Stone Creamery” and “Dairy Queen”
- Competing companies offering a full “restaurant” experience within their menu options
- Not as established or well known as competitors
- The weather, winter isn’t a peak season for ice cream



# MARBLE SLAB CREAMERY

## SWOT

### SUMMARY

Marble Slab Creamery serves happiness to their customers by providing the highest level of customer service and finest quality of personalized ice cream since 1983. They introduced the 'frozen slab' ice cream concept to Canada starting in Calgary, Alberta and now have stores coast to coast across Canada. With more than 50 flavours of ice cream and 30 mix-ins in 391 stores internationally, Marble Slab has become a well-known brand both in Canada and around the world.

Marble Slab offers high quality ice cream, made fresh daily with Real Canadian Dairy, as well as freshly baked and hand-rolled waffle cones. Their menu goes beyond ice cream, to offer ice cream cakes, cupcakes, and yogurt. Marble Slab Catering allows Canadian's to enjoy their products at birthdays, parties, and corporate events. Despite these strengths, Marble Slab has also experienced some challenges. Their high quality products can become expensive quickly. In an increasingly health-conscious world, ice cream is becoming harder to sell. They especially struggle during the winter months in Canada, as cold treats are not always in demand. Marble Slab has failed to advertise their brand effectively, reaching only a small audience with their few print ads and word of mouth. This has resulted in a weak brand image and disloyal consumers.

These challenges create prime opportunities for Marble Slab Creamery such as an advancement into a grocery store brand and expansion into more countries. Their ability to support local dairy farmers and create local funding is vital to their Canadian brand. To combat the health-conscious world we live in, menu expansion and new product creation would be extremely beneficial. The Marble Slab Creamery must reposition themselves as Canada's premium ice cream brand to compete against big brands like Kawartha Dairy, Chapman's, and Cold Stone Creamery.

### REPOSITIONING STATEMENT

For busy Canadians, Marble Slab Creamery is the premium ice cream parlour offering the highest customer service and quality treats to give you a much needed break.

# MARBLE SLAB CREAMERY

## CONSUMER PROFILE



Natalie Smith is a 30-year-old woman living in Toronto with two young kids and her husband. She works in a bank helping customers with insurance and investment opportunities. When she has time to spare, she enjoys attending her kids schooling events, shopping within Toronto's store markets, and enjoying the many restaurants and street food events held within the city. Nat uses these small moments to relax and take a break from her busy life.

Natalie is a huge ice-cream person, especially on hot summer days. However, as Nat is getting older, she's starting to care more about her health and the health of her family. She is becoming increasingly aware of the value of fresh, Canadian-grown products with real ingredients so she appreciates brands that offer a variety of options.

As a woman who works hard to support her family, she knows the value of money. However, she is reluctant to sacrifice quality for a lower price. As an experienced shopper, Nat is a dedicated customer to brands that offer a high level of customer service. She also appreciates a personalized, unique approach when brands are advertising to her. Natalie values her time and money, but will treat herself with a product from a brand that doesn't treat her like just another customer.

# MARBLE SLAB CREAMERY

## PRINT

MARBLE SLAB

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# STRESSED? WE'VE GOT YOU.



# MARBLE SLAB CREAMERY

OOH





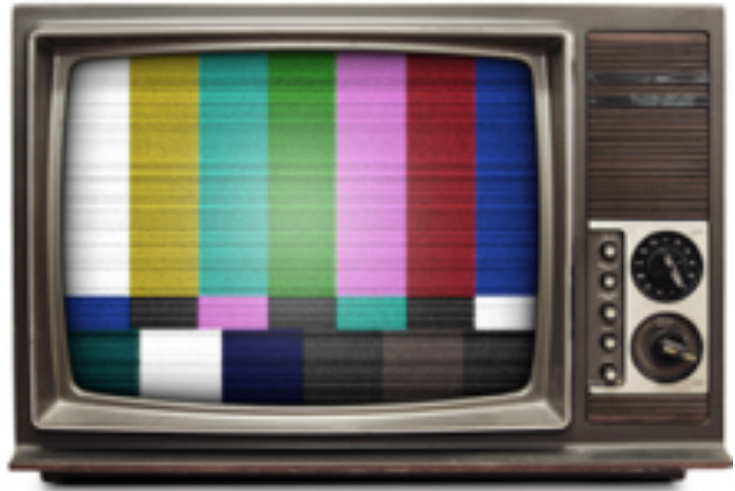
# MARBLE SLAB CREAMERY

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# MARBLE SLAB CREAMERY

## TV BROADCAST



Enter a busy office cubicle space.

Everyone is hard at work, phones are ringing, workers are moving about with important looking paperwork in hand.

Camera zooms into one cubicle of a man.

His desk is filled with paperwork and he is focused with pen in hand.

Camera shot is then over-laid with a clock that is fast forwarded to show the day sped through.

Sun goes down in the background, coworkers are packing up and going home, and this unfortunate fellow remains working at desk, looking more and more frustrated as time goes by.

Clock stops at 4:59pm, and camera shot zooms into close-up of man's face.

A humorous act is now shown of man making a ridiculous frustrated face, imitating ripping up his work, and smashing his laptop on the floor, and having a tantrum.

Camera freezes and the Marble Slab logo appears with the headline "Stressed? We've got you."

Camera switches to extreme close-up of the man eating a Marble Slab cone, making happy faces, and satisfactory noises.

Camera pans out to show the creamery in the background and show disgruntled looking office people running in for their ice-cream fix.

# MARBLE SLAB CREAMERY

## RATIONALE

### BACKGROUND

Marble Slab Creamery is an ice-cream joint with a history that dates to 1983. The company prides itself on local dairy products, and its unique customization experience when serving customers, a wide array of ice cream goodness.

Within our campaign, we have decided to rebrand Marble Slab. Since their concept of a “family” ice cream store holds too many leading competitors, we have decided to target an older audience of 25-35, and draw them in by positioning the brand to fit in a higher end category of goods and services.

### OBJECTIVE

The objectives for our campaign fall under the category of conveying quality ice-cream, at slightly higher price, to busy adults that seek a haven away from their hectic lifestyles. We also want to convey a decadent option of indulgence that is uniquely served to them at Marble Slab.

The campaign theme revolves around the company’s hours of operation, and how Marble Slab is ready to deliver that small moment of bliss right when they need it. This theme is appropriate for the brand and target, because it is allowing service to be available in this ever-growing target audiences busy lifestyle approach. Deliverables that are included are OOH transit advertisements. These ads will work together as sister ads, to showcase Marble Slab to the busiest areas this target commute through. With multiple ads we can tell a story and leave a longer impression with viewers. We hope to strike recollection and hit consumers top of mind when in the market for ice-cream.

### RESEARCH

Our research of the brand and target influenced/supported thematic direction because it helped us pinpoint exactly how challenging it can be to reach attention with this busy crowd. Our target audience lives a hectic lifestyle, so it can be hard to grab their attention when they have places to go. We were also able to take apart what the brand has done right/wrong in the past, and take these factors into account when strategizing our concept. Our campaigns theme is unique when compared to the brands previous campaigns, because it does not get lost and look like “any other” regular ice cream ad. It also adds a sense of humor when viewed, which is something Marble Slab over looked in past attempts to resonate with target audiences. Our campaign is unique when compared with competition because it showcases the service and experience over just showing audiences yummy looking ice-cream.

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## RATIONALE

### INSPIRATION

Inspiration we drew on while creating the campaign elements were from humor that is relatable to busy workers ages 25-35. We had to keep in mind that we should not stray too far from the current brand identity, because we did not want to risk losing current loyal customers in the reposition. Conceptual approaches that were used were strong visual representation, so that eyes are drawn to the ads whether from close or far away. We used design elements such as bold lettering to draw focus, and easy to follow visual paths so that the viewers eye did not wander where it should not.

### PROCESS

In the beginning, the initial creative decisions were discarded during the process. These ideas did not focus very clearly on the new target audience, and got lost in trying to convey our main reposition point of difference.

### OUTCOME

The final creative for this campaign turned out to be a success because it boldly connected with our new target demographic, while keeping the tone light, and humorous, which is always a win with audiences in today's advertising world. The campaign will effectively persuade the target audience to respond to the call of action by linking the brands channels into creative, and showcasing the strong points that Marble Slab has already achieved with customers today.



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