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Print Social media post Creative Brief

Social Network

- The social networking website I am creating a post for is Facebook. Based on a study according to jetscram.com, the social media user statistics and age demographics for Facebook rely heavily on the older age range. Around 5.4% of global Facebook users are between the ages of 13-17, 23.3% are between the ages of 18-24, 24.4% between the ages of 25-34, 31.1% between the ages of 35-54, and 15.6% are 55 years old and above. With this being said, I believe Facebook is an excellent resource to get the word across about Pritchard's Ice Cream's 75th anniversary celebration. Facebook provides the opportunity to target an audience based on location, age, gender, interests and many other factors based on the "Custom Audience" feature which is extremely beneficial. I believe this is showcases Facebook's marketing capabilities by having the control of who you want your message to get out to. However, statistics show that most people using Facebook are between the age range of 18-54 which is a positive attribute already considering the target audience profile is between the ages of 18-40. Facebook provides the opportunity to reach a wide range of individuals with the ability to type whatever you would like within a post. One of the positive aspects of Facebook is that there is no character limit on a post, therefore within this I can write however much or little information that I would like. Facebook also has the option to "share" or "comment" on a post which will encourage customers to spread the information out to more friends or write their opinions.

Target audience profile

- Minneapolis-St. Paul residents 18-40
- Fall into these groups:
 - <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=04>
 - <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=16>
 - <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=24>

Communication objectives

- Get people to come in and vote on the flavors
- Get them to go to the website about the 75th anniversary celebration

Product feature/benefits

Features	Benefits
Customer participation and voting	Customer involvement — Pritchard's listens to their customers and wants to provide flavors that are best voted on by individuals who have supported the store for many years. They are passionate about making sure that the customer is happy and including them with the decision process made within the company.
Limited edition flavors	Special offers — Having limited edition flavors lures customers into the store because of the diversity that they offer monthly. Customers will be excited to come into the store to taste flavors that will not be available for a long period of time. Not only this, but they will be unique flavors that are not available for customers to buy at other stores.

Positioning

- *For local foodies, Pritchard's Ice Cream is a locally owned ice cream parlor with deep roots in the community. Pritchard's is built on family tradition and powered by local and fair trade ingredients. Tradition and the best ingredients blend to make Pritchard's Ice Cream innovative and delicious.*

Key Consumer Benefit

- The key consumer benefit is that customers receive the feeling that their voice is being heard. This is the best for the target audience because they are given the feeling that their opinions are important and the company is not disregarding their thoughts. For this particular target audience, having a company that values their customers is important because they will feel that their voice will directly influence the company. I believe the target audience is old enough to recognize that this is a company that is genuinely interested in what their customers want. Therefore, customers being given the opportunity to decide on which flavors will be featured shows that their input is valued and will be put into effect. Customers ability to decide on flavors shows that the company trusts their opinion and is listening for new ideas, suggestions, and ways to improve their business.

Creative Strategy

- The creative strategy for this social media post is to attract individuals between the ages of 18-40 and encourage them to vote on flavors that might be featured throughout the anniversary year. The post is to raise awareness that Pritchard's upcoming vote is all about the customers and including them in their decision making process. Additionally, the advertisement includes dates of when the voting occurs and a website link for people to go to for more information. The creative strategy is to focus on the fact that Pritchard's Ice Cream is celebrating their 75th anniversary with an amazing opportunity for customers, old and new, to participate and decide on flavors. This post is a paid social media post, therefore it is aimed at all types of people because it will show up on Facebook users timelines who do not even follow Pritchard's Facebook account. The goal is to reach many individuals and provide as much information as possible while keeping the post clean and simple. Therefore new customers or people unfamiliar with Pritchard's will be given all the information necessary to know what the 75th anniversary is about.

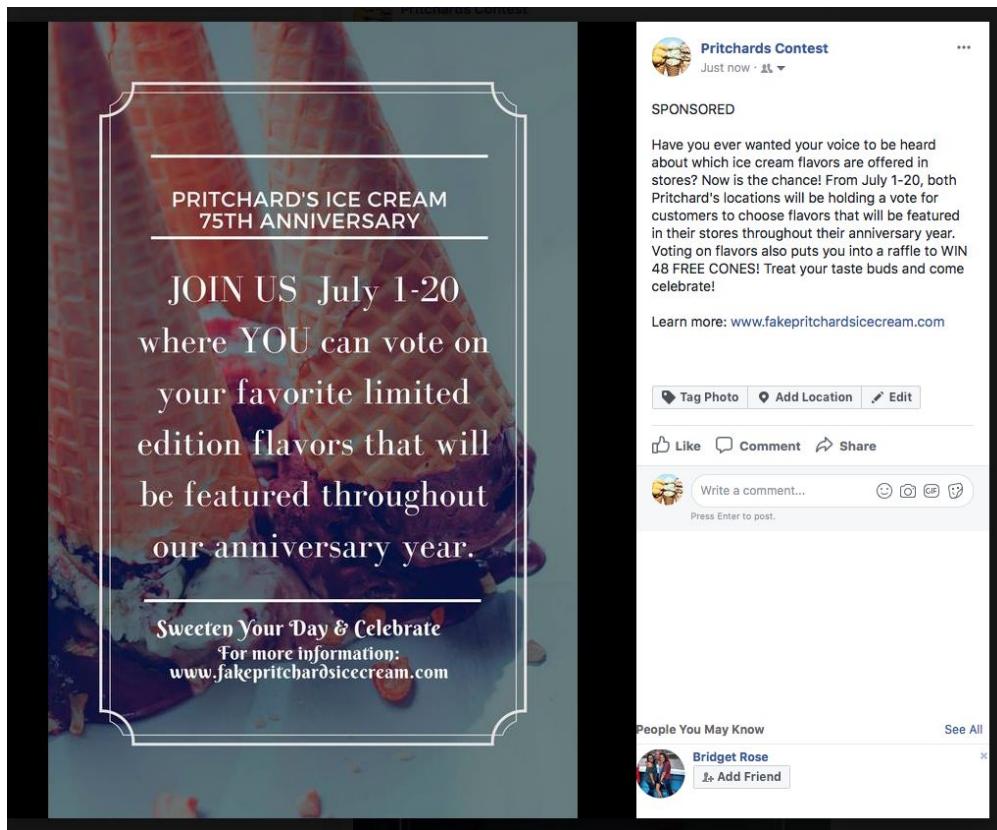
Tone

- The tone of this post is very inviting. Phrases such as, "JOIN US" will encourage people to come into the store to vote on limited edition flavors. Using capital letters, such as "YOU," shows that this ad will be directed towards the viewer reading it. It shows that no matter who you are, you are invited to the company. Therefore, this will make the viewer feel more comfortable in participating. The tone of this post is also friendly and excited, it will explain to customers that they should sweeten their day with Pritchard's because of how special and wonderful the company is. It shows enthusiasm for the upcoming anniversary as well as the voting contest. The tone is also informative by providing details about the vote as well as their website URL for more questions.

Support Statement

- The art and copy of my social media post help to achieve my creative strategy by keeping everything short, sweet and to the point with an emphasis on the viewer. For the art of the post, I used an ice cream photo in the background. I felt that this was necessary to include because it adds playful colors to the white text. This is significant for readers because it keeps the attractiveness of the post high and is not just a plain, boring, background. The goal I was trying to achieve was to showcase that Pritchard's sells ice cream and they are proud to flaunt it. The ice cream is melting in the photograph which shows that it is something cold - which is exactly what you will need on a hot summer day, such as during the contest from July 1-20. I believe the art is attention grabbing and makes your mouth water, while also staying neat without overwhelming the main idea of the post. The art and copy balance each other out nicely. The copy of the post encourages audience members to come into the store to vote on limited edition flavors. I believe the copy is important because it encourages customer engagement with the ice cream shop. The use of the words "JOIN US" and "YOU" show that the company is about listening and valuing their customers opinions. The copy focuses on the customer and makes them feel that their decision will be heard by the company through their voting. I believe the art and copy work well together because the art shows delicious ice cream, while the copy encourages customers to come into the store to vote on flavors. The overall goal is to vote on flavors and visit the website, therefore I also included a link to the website for more information. The persuasive strategies I employed was pathos. This advertisement has an emotional appeal and aims at the audience's emotions

through the sensation that their vote will directly impact the company's decision in showcasing monthly flavors. I believe this advertisement gives off the impression that the company is focused on their customers opinions and making sure they get what they want. Therefore the phrasing in the advertisement is aimed directly at the viewer reading the post. Another persuasive strategy I used was keeping the advertisement simple without too much clutter. My idea behind this was to make it quick and easy for people to understand and comprehend without much thought being put into reading it. People lose attention fast, therefore I tried getting the information across in the easiest most readable way possible. The simplicity of the advertisement helps to capture attention. Finally, I used marketing as a persuasive strategy. Not only did I appeal to emotions through making readers feel that their vote matters, but also mentioned in the Facebook post that you can WIN free cones as well. This was important because it grasps the attention of people and hopefully results in them visiting the store to win.





Pritchard's Contest

Just now · 11 ·

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SPONSORED

Have you ever wanted your voice to be heard about which ice cream flavors are offered in stores? Now is the chance! From July 1-20, both Pritchard's locations will be holding a vote for customers to choose flavors that will be featured in their stores throughout their anniversary year. Voting on flavors also puts you into a raffle to WIN 48 FREE CONES! Treat your taste buds and come celebrate!

Learn more: www.fakepritchardsicecream.com





PRITCHARD'S ICE CREAM
75TH ANNIVERSARY

JOIN US July 1-20
where YOU can vote on
your favorite limited
edition flavors that will
be featured throughout
our anniversary year.

Sweeten Your Day & Celebrate
For more information:
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