



Graphic retrieved via Scoop Handmade Ice Cream's website on 22-Sept-2018 from source: <https://scoopdx.com/find-us/>

Marketing Planning

Scoop Handmade Ice Cream

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In collaboration with...



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Description of Scoop Handmade Ice Cream

Its modest placement in between Bethany's Table restaurant and the Cedar Mill & Bethany Community Library, Bethany Branch, gives Scoop a pedestrian setting perfect for dessert. When children ask for dessert after dinner, it should be this ordinary; when adults choose to indulge, there should be neither sirens nor finger-wagging. Nothing about Scoop expresses decadence, mischievousness nor gluttony. An ice cream treat at Scoop is somehow conventional.

The humble interior mixes the sense of a cafe and ice cream parlor.

White tables and chairs considerately greet patrons to a plentiful space. It's theirs to do with what they will. An ice cream counter features see-through glass to review boxes of ice cream whose names/descriptions exist on a menu list placed high above on the back wall. Samples are available upon request. Ice cream is the would-be anchor to the shop's otherwise interior focus: choice.

Not only are there upwards of 20 flavors available, the seating gives patrons the ability to choose various spots to sit - if sitting is even desired.

House-made waffle cones and cups offer the option to stay or leave. Portability is essential to the patron and the business. Convenience is in keeping with Bethany Village Center's theme. So too is the sustainability of the ice cream product: sustainably-sourced ingredients are important to ownership as a measure of environmental responsibility, minimal impact of waste footprint and the consumers' health, even if ice cream is a little naughty.

The business leaves it to the buyer to decide what ice cream means to their diet, to their meal, to their activity, etc. Therein lies the brand's key benefit.

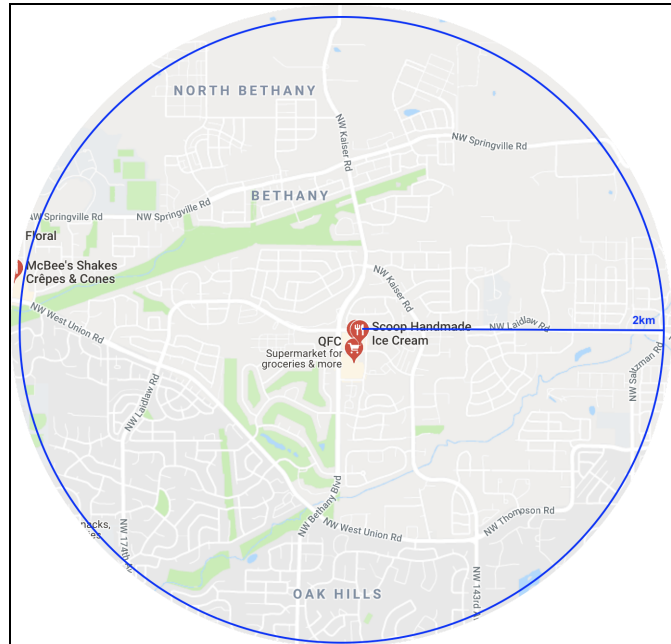
Competition - Direct

Ice Cream

Nearby [Bliss Bake Shoppe](#) offers ice cream as a compliment to its core cupcake, pie, brownie, cake and cookie offerings.

Otherwise, there are no other ice cream-exclusive stores within a 2km radius of Scoop³.

The closest ice-cream exclusive store is [Cold Stone](#). It is 5.6km away and located across State Route 26.

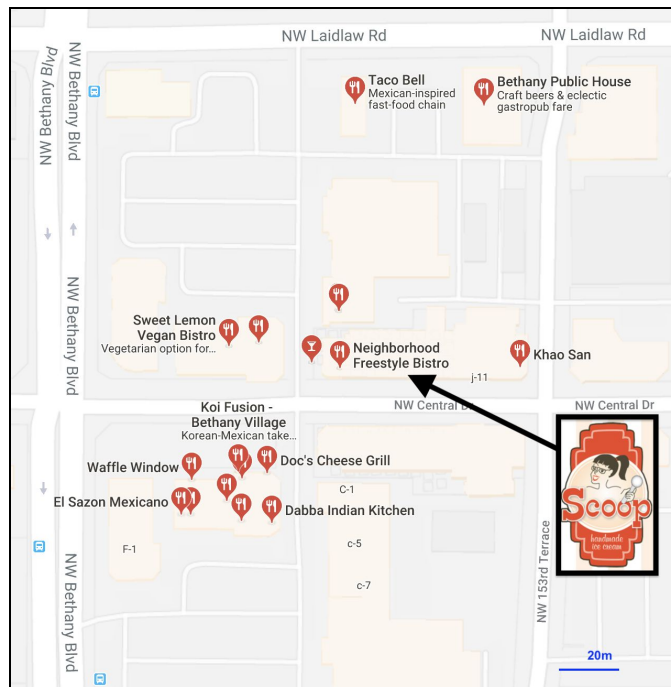


Dessert

Across the street from Scoop is [Bliss Bake Shoppe](#) that offers a wider array of products for dessert including cupcakes, pies, brownies, cakes and cookies. They are open until 8p, an hour earlier than Scoop.

Additionally, there are a number of restaurants in the immediate area that offer dessert on the menu.⁴

Some desserts include ice cream; some ice cream offerings are branded as homemade, too.



³ Google Maps. "Ice Cream 97229." Google Maps, 2018, [https://www.google.com/search?biw=1680&bih=953&tbm=icl&ei=KwCnW7bmK_Lo9AOvzK6gCg&q=ice+cream+97229&oq=ice+cream+97229&gs_l=psy-ab.3...0.0.63678.0.0.0.0.0.0.0.0...0...1c...64.psy-ab.0.0.0...0.PiwX8ZCADAw#rlfi=hd;si:45.55248333020584,-122.83313313496092;mv:~!3m8!1m3!1d23514.019018314033!2d-122.82892743122557!3d45.55545837088089!3m2!1i1260!2i808!4f131.](https://www.google.com/search?biw=1680&bih=953&tbm=icl&ei=KwCnW7bmK_Lo9AOvzK6gCg&q=ice+cream+97229&oq=ice+cream+97229&gs_l=psy-ab.3...0.0.63678.0.0.0.0.0.0.0.0...0...1c...64.psy-ab.0.0.0...0.PiwX8ZCADAw#rlfi=hd;si:45.55248333020584,-122.83313313496092;mv:!3m8!1m3!1d23514.019018314033!2d-122.82892743122557!3d45.55545837088089!3m2!1i1260!2i808!4f131.)

⁴ Google Maps. "Restaurants 97229." Google Maps, 2018, https://www.google.com/search?tbm=lcl&ei=qfqmW6yXPMa30PEPrLu1MA&q=restaurant+97229&oq=restaurant+97229&gs_l=psy-ab.3..0j0i7i30k1l5j0i5i30k1l2j0i7i5i30k1l2.76180.77149.0.77696.10.10.0.0.0.123.79.2.8j2.10.0...0...1c.1.64.psy-ab...2.8577....0.gEEFMPuyeME8orlfi=hd;jsi;mv;:3m8!1m3!1d469.6404872821138!2d-122.83515907236614!3d45.554916177138613m2!1i260!1e10!1e8!1e4!1.1



Sweet Treats

[Bliss Bake Shoppe](#) offers cupcakes, pie, brownies, cakes and cookies in addition to a limited selection of ice cream flavors that can be scooped, made into milkshakes or formed into an ice cream cookie sandwich.

The only other way area patrons can enjoy a sweet treat or snack or on-the-go dessert is by direct purchase at the local grocery store, convenience store, or fitness center. The experience is not the same.

Both the [QFC supermarket](#) and [Walgreens](#) convenience store sell off-the-counter selection of items from the following:

- Natural & Organic section.
- Snacks, Cookie and Candy sections.
- Packaged ice cream and ice cream-based products.
- Bakery department (QFC only).

[Bethany Athletic Club](#) allows the public to frequent its [Bistro](#) for \$7.00 smoothies.

While the fitness center offers a sit-down atmosphere, it is clearly targeting those members who want an in-house option for eating a post-workout meal.

Accessory Food Item

When it comes to accompanying a gathering of people, ice cream, cupcakes and doughnuts seem to make for the most diverse assortment of sweets.

Cakes and pies are more celebration- and occasion-specific items, especially pies.

Assorted baked goods such as brownies and cookies are more ordinary sweets that may be found for fundraising, passive offerings at meals, or inclusions in set menus.

The Irony of the Closest, Competitive Products

Doughnuts have a stigma of being unhealthy, and yet are considered more of a cheap morning food.

Cupcakes are becoming more socially mainstream like cookies, yet tend to be more celebration-specific sweets.

Social Undertone

Ice cream is a gathering food when it comes to social events. The phrase “ice cream social” carries weight to induce a gathering as compared to competitive sweets. No one gathers because someone bought a cake; to an even lesser extent the same goes for pies. In fact, eating those treats is a transient activity. Pickup and leave. Cupcakes and cookies are left out to grab as a result of a gathering. Again, transient. Contrarily, ice cream brings people together.



Competition - Indirect

Ice cream has competition in more and more forms these days, especially in the Portland area. “Keep Portland Weird” influences traditional and consumable goods such as artisan food and drink products, organic and natural food products and seasonal offerings. From there, seemingly unrelated cheap goods may provide choice that dissuades from ice cream.

Artisan Food and Drink Products

Accessibility to small-batch alternatives to ice cream are available in affluent areas such as Bethany, Cedar Hills, Hillsboro, and Beaverton. Examples may include:

- Artisan soda and beer.
- Artisan coffee and tea.

Organic and Natural Food Products

The organic and natural food movement in Portland is very strong. Fruits, nuts, no-preservative snacks and alternative ice cream products (e.g. soy-based ice cream, high-end ice cream and pre-packaged ice cream products, etc.) are readily available.

Seasonal Offerings

It is impossible to go through grocery store or food outlets and not be exposed to seasonal branding. For instance, pumpkin is infiltrating store shelves with the onset of autumn and the fast-approaching Halloween holiday. Dollars spent on ice cream may instead go toward seasonal offerings that compete for nostalgia and an emotional sense greater than physical taste and mouthfeel.

Cheap Goods

Smartphone apps are cheap. Children’s card games are cheap and last longer (entertainment value) than ice cream. Buying songs for a smartphone may be socially important for teenagers amongst their peers much less gratifying (entertainment value) as opposed to buying a scoop of ice cream.



Target Audience

Scoop's target audience might be best described by the Jobs to Be Done framework.

Jobs to Be Done

From the Christensen Institute, the Jobs to Be Done framework is defined in lay terms

People don't simply buy products or services; they pull them into their lives to make progress. We call this progress the "job" they are trying to get done, and understanding this opens a world of innovation possibilities...Understanding the "job" for which customers hire a product or service helps innovators more accurately develop products that align with what customers are already trying to accomplish.⁵

Ice Cream: A Product

Given that ice cream is a 'mature' product--one that's been around since the 16th Century according to the International Dairy Foods Association--the Jobs to Be Done framework may work in the reverse of the quote above.

To restate: "Understanding the 'job' for which customers hire a product...helps [innovate the perception of the product to] align with what customers are already trying to accomplish." Despite changing the voice of its original intent, the essence of the Jobs to Be Done framework remains.

Customer Segments With Jobs to Be Done

Scoop's target audience may be comprised of

1. Children aged 2-18.
2. Adults with a sweet tooth.
3. Bethany Village Center area event planners who want an accessory food item to compliment or convene their intended audience.

Children Aged 2-18

Children like ice cream. And, it's a mobile treat that is self-contained, eaten with the tongue or a spoon.

⁵ Christensen Institute. "Jobs To Be Done." Christensen Institute, Clayton Christensen Institute, www.christenseninstitute.org/jobs-to-be-done/?gclid=EAIaIQobChMIzZCh--HR3QIVDcZkCh3jxwyBEAAiAAAEgKPOfD_BwE. Accessed 23 Sept. 2018.



Ages 2-4

Ice cream can be a sweet treat in which parents allow their young children to indulge. The sweet treat may be

- A reward for good behavior.
- A tool to occupy children's attention for the parents themselves to socialize.
- A purpose for young families to get together - the children are entertained while the parents interact.

Ages 5-12

Children who eat ice cream may do so when

- Accompanying their family for a sweet treat, dessert after dinner or a shopping trip.
- Celebrating an achievement at school or in a club or troupe ("ice cream social").
- At a social event for classmates or friends, e.g. birthday party.

Ages 13-18

Older teenagers may find ice cream an affordable treat. What's more, ice cream may be a fun and convenient meeting spot or spot along the way during a social outing.

Parents will like that the local ice cream shop may be a safe space (in the middle of Bethany Village Center) to agree to let their teenage children to hang out. It is a healthier alternative, perhaps, than friends home where oversight may be limited.

Adults With A Sweet Tooth

Parents With Young Children

Ice cream serves as a destination food for socializing in a way that no other sweet treat exists. And, when young children are involved, they can take part in the consumption, too.



Play Dates

A place to buy and either immediately consume ice cream or carry away ice cream for consumption on the move creates an appealing destination for parents with toddlers. In effect, the ice cream becomes the target, but the purpose all the while is a destination.

Scoop features

- Daytime and evening hours.
- Many tables at which to sit.
- Open space for children to move about.
- A product that can eaten and/or be removed from the premises.
- A location that convenient and accessible.

Adults Who Want Sweets Without Requiring A Bite

How does one consume food? Biting.

Food = biting

Biting = food

Cakes, pies, brownies, cookies and candy all require biting.

Ice cream is easy. And, ice cream is what it is not. The general texture of ice cream is consistent and does not require biting - unless a choice is made for an ice cream flavor that includes bundled ingredients, e.g. cookies and cream. Ice cream, then, is a unique sweets eating experience.

Ice cream is licked, lapped, grazed, cropped, and spooned. The delivery of ice cream from the serving vessel--be it a cup or an edible cone--is unique among its sweet treat peers.

Adults with discerning choices of sweets may choose the only one that is not the mind's eye of food, and that does not require biting.

Bethany Village Center Area Event Planners

The Ice Cream Social

An ice cream social is a gathering that features ice cream - it's up to the planner to define why people are gathering.



There are many area entities (see list⁶ to right) comprised of the above-mentioned [Customer Segments](#). Each of those groups are potential event planners for ice cream socials.

Ice cream is

- Fun.
- Delicious.
- Appealing.
- Easy.
- Cheap.
- Portable.
- Not messy.
- Charming.

As a product with a Jobs to Be Done focus, ice cream is an institution. It may be the catalyst for any number of events - for any reason, and left to the buyer to decide.

Marketing Goals

The goal for Scoop may not be differentiation, per say; rather, establishing Scoop's ice cream as a unique resource--or more specifically as **a reason to gather**--may be the ultimate [Job to Be Done](#).

A Go-To Product for Gathering

When the targeted [Customer Segments](#) think of gathering, Scoop's ice cream should be the product that comes to mind.

Be it a social meeting between friends--[children](#) and/or [adults](#)--or [area groups](#), Scoop's ice cream should be the element about which progress toward gathering is made. (See Jobs to Be Done [definition](#).)

The Casual Sweet of Choice for Bethany Village Center

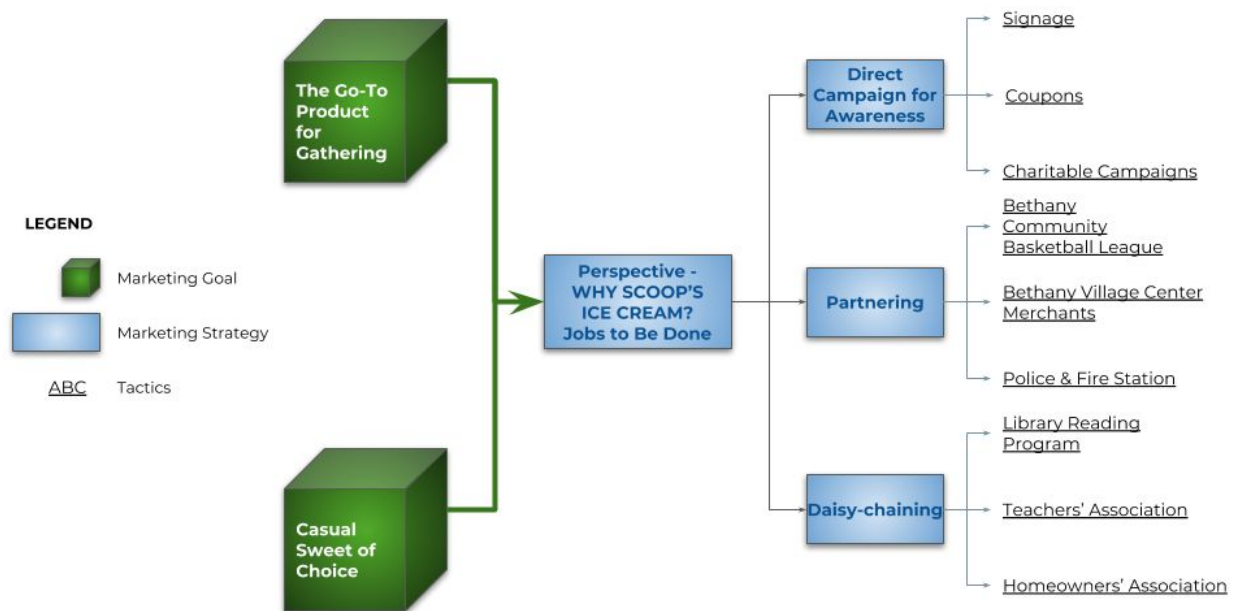
In spite of other options--restaurants, [Bliss Bake Shoppe](#), [off-the-counter](#)--Scoop must be the destination for sweets in Bethany Village Center and the surrounding area.

Animal
Apartments
Banks
Bethany Bike Repair
Coffee Shop
Dance Schools
Daycare
Dental
Development Services
Dry Cleaner
Educational
Engineer
Financial
Fitness
Garden
Grocery Store
Housekeeping
Insurance
Interior Design
Library
Lumber
Medical
Micro-Restaurant
Movie
Music
Non-profit
Pet
Pharmacy/Variety Store
Real Estate & Mortgage
Restaurant
Retail-Gifts
Sales
Salon/Spa
Senior Community
Shipping & Business
Software Consultants
Toy Store

⁶ Central Bethany Development. "Office/Retail Directory." Office/Retail Directory | Bethany Village, Central Bethany Development, 2018, www.bethanyvillage.com/office-retail/merchant-directory.



Marketing Strategies & Tactics



Strategies & Tactics

The Jobs to Be Done perspective is recommended for embarking upon the following strategies.

Direct (for Awareness)



Signage

Sidewalk signage to exhibit Scoop's presence is probably worthwhile. Just outside of the shop, and on the street corners to the East and West of the shop are advised.





Coupons

Pass out 25%-Off coupons to, for example:



- Bethany Village Center merchants for their staff members.
- Apartment communities for rentees.
- University of Portland West Campus faculty and students.

Charitable Campaigns

The association, participation and visibility of contributing to charitable campaigns not only provides those charities with much-needed fundraising, but enables Scoop customers to support those charities through the purchase of ice cream. Perhaps Scoop could even make an event out of it with balloons, meaningful activities with [the charity's] topical concern, etc.

- 'Power Hour' for [local charity] .
 - Whereby 1 hour of profits go towards [local charity].
- 'Saturday Subsidy' for [local charity].
 - Whereby for 3 hours \$1 of every cone sold will go towards [local charity].

Partnering



Bethany Community Basketball League

- Post-game ice cream socials for every team.
- League Champion and Semi-Finalists get discounts.
- League artwork contest where team drawings plaster one wall of the shop.
- Highest collective grade-point average during season gets free ice cream.
- Each week's games that have a score over 30 points gets 50% discount.





Bethany Village Center Merchants

- [Family Walk-In Medical Clinic](#) hands out ice cream coupons to all children 12 and under.
- [Portland Dance Center](#) post-practice discounts and post-performance ice cream parties.
- [Solomon Guitar Studio](#) post practice discounts and post-recital ice cream parties.
- [Forte Music School](#) post practice discounts and post-recital ice cream parties.
- [Bethany Academy of Martial Arts](#) post practice discounts and post-competition ice cream parties.
- [Great Clips](#) discount with purchase of a child's haircut.

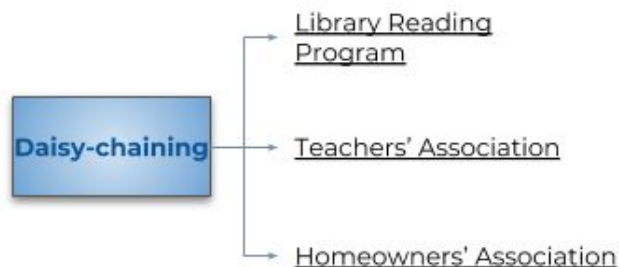


Police & Fire Station

- [Sheriff's Office, Bethany Station](#) discounts.
- [Tualatin Valley Fire & Rescue](#) discounts.



Daisychain



Library Reading Program

Help establish or become a part of a library reading program. Kids read. They get ice cream. Everybody wins.



Teachers' Association

Teachers need love, too. Throw a monthly ice cream social for them at their school.



Homeowners' Association

Partnering with homeowners is a great way to anchor Scoop as the go-to sweet treat destination. Sponsor their meetings with ice cream (i.e. turn them into ice cream socials) and offer coupons for the entire neighborhood.

Marketing Budget

At the discretion of Scoop Handmade Ice Cream.