



Katie's
ICE CREAMERY

**PUBLIC RELATIONS
CAMPAIGN**

KAITLYN BIRI

Executive Summary

Katie's Ice Creamery was created out of my love for ice cream. I feel like ice cream is a classic treat that could be enjoyed year-round. Memories from my past of ice cream and my family and friends are ones I enjoy the most and I wanted others to be able to create those memories. When creating this company and its product, I want it to be the best version of its self on the market. There are many brands of ice cream to choose from, but you would be hard pressed to find an ice cream that is made locally, sourced locally and served locally. At Katie's, we have a farm-to-table philosophy that we hold true to always. We get all of our berries for our seasonal flavors from local farms and they are delivered the same day they are picked. Berries have a short shelf life, so it is essential that we get them delivered and made into ice cream as soon as possible. In this campaign book you will find a feature story explaining the process of how we get our berries each season and how we only partner with local farms. This is important for our clients to know because it is one of the biggest reasons we are different than the average ice cream shop. We are a local company that supports other local companies. The second biggest reason that we are different is because we have an old fashioned feel to our ice creamery. We want our customers to feel like they are stepping back in time. For adults, we want them to relive those memories of going to an ice cream shop for a treat and for children, we want them to create memories of going to a classic ice cream parlor. There is a press release, a broadcast script, talking points and B-roll ideas that all feature these key points of our business. The press release focuses on our grand opening. The rest of the material you will find supports the idea that Katie's Ice Creamery is a vintage-inspired, "soda-pop-classic" ice cream shop. The campaign kit also includes a fact sheet that has information that can be included in any form of media: broadcast, radio, television, newspapers, or social media. The overall message that Katie's Ice Creamery wants to share is Thibodaux now has a place where family and friends can get along and enjoy some classic, handmade, fresh ice cream.

Goal and Objective Statement

I want my target audience be aware of Katie's Ice Creamery and come in to buy ice cream. Once we get them into the shop, I want our target audience to talk about their experience on social media, bringing in new customers.

Strategy and Target Audience

The overall brand I want Katie's Ice Creamery to portray is old-fashioned family fun. When people think of Katie's Ice Creamery I want people to think of the past when times were simpler and they can just enjoy time with their friends and family. For an ice cream shop, the target audience is almost everyone. Customers of all ages can enjoy Katie's ice cream. Going to Katie's Ice Creamery is a bonding experience for everyone. Katie's is a wholesome experience with a wholesome, farm-to-table product.

Client Backgrounder

Katie's Ice Creamery is owned by Kaitlyn Biri. She is looking to bring locally made ice cream to Thibodaux, Louisiana. Thibodaux is the perfect location for this ice cream shop because it is a small town that is already very family-oriented. Kaitlyn, the owner, has fond memories of going to an ice cream shop with her grandfather as a child. This ice cream shop was old fashioned and had a very classic "soda-pop shop" feel. She wanted to bring this memory back to life and be able to share it with everyone. When thinking of the main part of the shop, the ice cream, Kaitlyn wanted to keep everything local. From the dairy used in the ice cream to the berries used to create seasonal flavors, everything was locally sourced. Kaitlyn and her staff work with farmers from Texas, Louisiana, and Mississippi to bring the freshest ice cream to their customers. All of the ice cream at Katie's is made in-house and served the same day. When you step into Katie's Ice Creamery, it is like you are stepping into the 1950's.

Grand Opening Press Release

“This New Vintage-Inspired Ice Cream Parlor will have you Feeling Nostalgic”

Katie’s Ice Creamery offers you and your family the old-fashioned ice cream parlor experience.

—Katie’s Ice Creamery will have you eating dessert first!—

THIBODAUX, May 1, 2018- Opening in Thibodaux on July 1st, this old-fashioned ice cream parlor will make you feel like a kid again. Katie’s Ice Creamery is going to be a fun experience for you, your family and friends to enjoy together. Plan a trip to the ice cream parlor for some good clean fun.

Katie’s Ice Creamery serves all natural ice cream made in house. They feature flavors of the month, every month. The Ice Creamery will be featuring Black Cherry Chocolate Chip and the Banana Slamma’ in July at it’s grand opening. There will also be a variety of traditional flavors all year around including homemade vanilla, double chocolate chunk and sweet strawberry. The menu will also feature the classics: banana splits, homemade ice cream sandwiches and old fashioned root beer floats.

The founder of The Ice Creamery is says,

“One of my favorite memories as a child is going to the local ice cream shop with my grandfather to get a scoop of ice cream. I can’t wait for everyone to get to experience what its like to eat at a classic ice cream parlor, like when I was a kid. Soon everyone will be eating dessert first!”

Katie’s Ice Creamery’s grand opening will be held on Saturday, July 1st at 1pm. The shop is at 307 Canal Street. Make sure you get there early; the first 10 customers receive a free scoop of ice cream. The Ice Creamery also plans to offer many specials in the future like:

- Good Grades Discounts
- After School Specials
- Birthday Parties
- After Church Socials

To learn more about Katie's Ice Creamery visit their website at www.katiesicecreamery.com. For more information regarding the grand opening contact the owner, Kaitlyn Biri directly at kbiri@icecreamery.com. She would love to hear from you.

What to Include in Press Kit

Fact Sheet #1: General fact sheet about ice cream

Fact Sheet #2: Facts about Katie's Ice Creamery specifically

Photos: Displays of the different flavors we are offering at grand opening, the workers making the ice cream in-house, people having fun, enjoying their time eating their ice cream in shop

Video: A time-lapse video of our special process of making ice cream, then have the ice cream sit outside on a hot summer day and watch it melt.

Map: Location of the ice cream parlor (fun, cute graphic)

Biographical Information: Info on owner and why she's opening this ice cream parlor, include information on how she went to get ice cream with her grandfather and that inspired her

News Release: information about the grand opening, the beginnings of the store

Feature Story: this could possibly be included later once the store is established. For example you could have a story on the Ponchatoula strawberry ice cream flavor of the month. Include the collaboration between the ice cream parlor and a local strawberry farm, survey results on the popularity of strawberry ice cream and how it's made

Contact: Information on who to contact about more info on the ice cream parlor, contact to the owner

Links to Relevant Websites: icecream.com (info, recipes), idfa.org (International Dairy Foods Association), katiesicecreamery.com (parlors website)

Boilerplate: About Katie's Ice Creamery

Open in 2018, Katie's Ice Creamery offers South Louisiana a taste of homemade, old fashioned ice cream. Locally owned and operated, this company gives its customers an experience they can only have at Katie's Ice Creamery. Based in Thibodaux, Louisiana, Katie's sources all of its ingredients from local and regional companies to keep this hometown ice creamery local all the way around. From old fashioned root beer floats and banana splits to dozens of ice cream flavors made in-house, Katie's gives you the old-fashioned ice cream parlor experience.

Facts Sheet

- There are 80,000 ice cream shops in America
- The most popular flavors are vanilla, chocolate, cookies and creme, mint chocolate chip and chocolate chip cookie dough
- Chocolate syrup is the most popular ice cream topping
- Some of the most unusual ice cream flavors include basil, earl gray, peanut butter curry and honey lavender
- New Zealand consumes the most ice cream in the world
- The United States is 2nd in Ice Cream consumption
- The ice cream industry contributes \$39 billion to the economy
- Ice cream is the best selling dessert in America
- The average American consumes 23 pounds of ice cream a year
- 87% of Americans have ice cream in their freezer
- July is national ice cream month
- July 15th is national ice cream day
- It takes 50 licks to finish a single scoop of ice cream
- Many ice cream shops are family owned
- The 1st ice cream parlor opened in New York in 1776
- The first ice cream sundae was created in the 1880's
- Water freezes at 32 degrees Fahrenheit; milk and cream freeze at 20 degrees Fahrenheit
- The perfect temperature to serve ice cream is between 6-10 degrees Fahrenheit
- Contact Kaitlyn Biri for more information at 223-234-5411 or kbiri@icecreamery.com

Feature Story

From the Local Farm to your Sweet Frozen Treat

Fresh fruit is hard to miss in Louisiana. There are dozens of local farms growing strawberries, blueberries, raspberries and much more. Local farms partner with other local businesses to get you the freshest fruit possible. From farm to table, you can see where your food comes from.

Fruit has a particularly short shelf life so it is extremely important for it to make it to you quickly. Businesses partner with local farms to get you the freshest fruit possible. Jim LeBlanc, a Louisiana strawberry farmer, says “We like to pick our strawberries and see them enjoyed the next day by our community.”

Each berry has a different season. Local restaurants like to use in-season berries and fruits to insure the freshest food for their dishes. Each season brings different berries, and Katie’s Ice Creamery uses them to make the best home made, locally sourced ice cream.

Spring

Springtime brings strawberries in South Louisiana. Strawberries are the best growing crop in Ponchatoula, Louisiana. When Katie’s has access to ripe strawberries they are ready to make their Strawberry Dream Ice Cream. You will be able to enjoy this flavor all spring long, from March to May.

Summer

In the summertime, raspberries are ready for picking. Katie’s Ice Creamery uses these in-season raspberries to create their white chocolate raspberry ice cream. This flavor is available as long as raspberries are in season, from June to August.

Fall

As the leaves start changing colors, blueberries are turning a vibrant violet. It is blueberry season. Partnering with a family farm in Mississippi, Katie’s Ice Creamery has fresh blueberries in their shop within 24 hours. Once they receive their berries, the ice cream makers get started making their blueberry crumble ice cream. This delicious flavor will be available September to November.

Winter

When winter rolls around you don't typically think of ice cream, but Katie's does. We make ice cream a year-round treat. Winter is peak season for blackberries, so blackberry pie ice cream is front and center on the menu. This flavor will make you feel like your at Christmas dinner all winter long, from December to February.

Freshness is an important factor when making these fruit inspired ice creams. Because berries have such a short shelf life it is essential to get these berries locally. Local berries are made into ice cream the same day. This gives our ice cream that homemade, farm-to-table taste.

Learn More

For more information on Katie's Ice Creamery visit us at 308 Canal Street in Thibodaux, Louisiana or online at www.katiesicecreamery.com

One-Minute Broadcast Reader

50's Inspired Ice Creamery opens in Thibodaux

A brand new, vintage-inspired ice cream parlor is coming to THIB-OH-DOUGH early this June. Katie's Ice Creamery will be featuring homemade, farm-to-table ice cream. You can expect to see some classic flavors such as vanilla, chocolate and strawberry. You will also see some unique ice cream combinations like their special banana slamma' sundae. All of the ice cream at Katie's is handmade in the store and is served the same day that it's made. Kaitlyn Beer-Re, owner of Katie's Ice Creamery says, "I am excited to relive childhood memories through this ice creamery." Katie's Ice Creamery will have its grand opening on June-fifth. It will be a family affair, so make sure you bring the whole family. Their store is at three-17 Canal Street.

Audio Clip

The audio clip I would record would be of the farmer talking, hopefully having a bit of a country accent, about his strawberry farm. He could talk about how long he's been in the business and how he takes care of this strawberries. If it doesn't come off as rehearsed he could also say how he enjoys the strawberry ice cream at Katie's made with his strawberries.

B-Roll Ideas

1. Video of the farm where they get their strawberries from. Starting with a close up shot of the individual of a strawberry growing (time lapse), then it being picked, shipped down the road and then served.
2. Show the behind the scenes of making the ice cream served at Katie's. The workers working with smiling faces, fresh ingredients being used, and then it being served to the customer. Could be a time lapse to show its all done in one day.
3. The ice cream scoopers actually scooping the ice cream into a cone and then handing it off to the customer. This happens in rapid succession and each time its a different person. (Different ages, sizes, skin colors)

Talking Points

1. How our ice creamery sources all of its ingredients locally. We work with local Louisiana farmers to get all of our dairy, fruit and other flavorings. Our ice cream is 100% Louisiana made.
2. We work with local farmers (strawberry, blueberry, dairy) to get our ingredients. Local businesses supporting other local businesses. We want to support the local economy by keeping our business interactions local.
3. All of our ice cream is made in house daily and is served as it is being made. The ice cream is hand churned. It takes 5 hours to make a batch of ice cream. Our workers come in before our shop opens to start the process of making ice cream.
4. Our ice creamery will make you feel like you traveled back in time to the 1950's. The ice creamery has a "soda-fountain feel" with high bar stools around a bar top counter. The workers are dressed in 1950's-esqe clothes. All of our ice cream is served with a smile.
5. Our ice creamery is a family affair, all ages are welcomed and all ages enjoy our ice cream. You're never too old to go for a scoop of ice cream. You can go to Katie's after church, after school or for a weekend treat. You can even stop by alone and get yourself a well deserved treat.

Social Media Plan

Facebook: This social media platform will be best suited for Katie's Ice Creamery. We can set up a page and our local potential customers will be able to like the page and receive updates on the shop. This would be a good platform to do giveaways because it is easy to comment and share post on this site. Having a giveaway is also an easy way for people to share the page and attract more customers. This is also a good place to promote deal or specials that the shop is having. Moms avidly use Facebook, so after-school specials advertised on Facebook would reach the moms that would want to take advantage of the deal. There is also an older generation using Facebook, so that would be beneficial to reach customers interested in after-church socials held at the ice creamery. Facebook can be updated a couple times a day, if necessary. At least one post a day at the minimum. It is important for someone to be in charge of Katie's social media because we want quick and appropriate responses to our followers. This shows that we care what they have to say and it shows that we are accessible to them. We are here to serve you. On Facebook you can provide a link to Youtube and Instagram, which would attract a younger demographic. You can also include a link to our website to drive traffic there. Any info not found on Facebook, can be found on our website.

Instagram: Instagram has an overall younger audience than Facebook, but because we are an ice cream shop we appeal to everyone and everyone needs to know about our shop. In our info box we would have a short description of our shop, but more importantly we would have a link to our website. Food bloggers are big on Instagram as well as well-composed food pictures in general. We can tap into that genre on Instagram and it will bring a younger demographic to follow our Instagram page. We would pull people in with really nice photos, but once they are in we would slip in our deals, specials, and other things going on in the ice creamery. Something else I would like to include in our Instagram page would be pictures of families, loved ones, kids, etc... having fun eating our ice cream. I want our Instagram to push people to the store because they feel like they belong there, like everyone else in town. Posting everyday to every other day would be effective on Instagram because you don't want to flood the users timeline with just your account, but you also want to stay present. On Instagram I think it is important for Katie's Ice Creamery to be active with the commenters. Just like Facebook it is important for us to respond to our followers. It shows that we are human too and we care about what our followers have to say.

Youtube: Youtube has channels that appeal to very niche markets. One of the niche markets that is becoming popular on social media is ASMR. It is basically close up shots of things happening that make a satisfying sound. Our ice creamery could possibly tap into the market. We could video close up shots of the ice cream being churned, being scooping, being put into a cone, and then finally the sound of the ice cream cone being crunched by someone is enjoying it. This is a very specific video, but it could get traction and could be spread on Facebook easily because it isn't just a commercial. Our Youtube channel could also feature more simplistic videos of the process of making ice cream or the interactions we have with the farmers and their farms. This social media platform appeals to a younger demographic typically, but I think it can still be easily accessed by everyone. Also, by creating videos, we can share those videos on Facebook to attract our viewers to our Youtube channel. Posting should be regular, but it doesn't have to be very often. It takes effort to create a good video, so possibly every one to two weeks we could post a new video on our channel.

Number of Followers: Our number of followers will vary from site to site. Facebook will have the most number of followers, but may not cause as much interaction as Instagram. Facebook is good for getting out information to a large group of people, but Instagram is a bit more personal. It is easier for followers to communicate with us through Instagram and we can also easily respond back. Youtube will probably have the least amount of followers, but the videos themselves hold value because of their share-ability