

Jeni's Splendid Ice Creams

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About the Brand

Jeni's Splendid Ice Creams is an ice cream company located out of Columbus Ohio. The ice cream is distributed on a national level therefore a strong digital media presence is needed in order for Jeni's to thrive. There are 15 store fronts and the ice-cream is sold in many local super markets. This brand was first presented to me when shopping at McCracken market here in Oxford Ohio. Jeni's is known for their diverse flavors both on Miami University's Campus and on a National Level. The unique flavor provides its customers with different and uncommon flavors. Ingredients that I never thought would go together create a flavor not like any other.

Frist experiencing the brand and product here at Miami University led me to the decision to select Jeni's for my semester project. I also noticed that Jeni's had a strong social media presence already in use and was curious on how well it's working or what the company is doing to generate a greater social media presence. The ice cream is not only known for their flavors but the fact that the ice cream is created with high-quality ingredients has lead Jeni's to be featured nationally in the press and win two sofi Awards, a not-for-profit business trade association.

Digital Properties Coverage

You can tell that Jeni's Splendid Ice creams has a strong digital media presence on the fact that most of the top search results on google have to do with social media platforms. The first few search results are listed in order below:

1. Unique to google- it was first provided with a list of all the locations where you can get Jeni's Ice Cream.



2. Jeni's Splendid Ice Creams Website
3. Link to Amazon for a Jeni's Splendid Ice Creams cookbook
4. Jeni's Splendid Ice Creams Facebook
5. Jeni's Splendid Ice Creams Yelp review
6. Jeni's Splendid Ice Creams Tumblr
7. Jeni's Splendid Ice Creams Twitter

Jeni's is present on the top social media platforms such as Facebook, twitter, Tumblr, Instagram and Pinterest. These are all important properties to cover to ensure a social presence online. Jeni's also has a YouTube account. Using all these sites to their potential will create brand recognition on many different levels.

The strongest account is their Facebook account. With new likes every days and frequent posts this site has gained the most traffic for the brand. The page focuses heavily on displaying new flavors or gifts they may have. One element I believe that makes this page so strong is the photographs that are used. The different angles or approaches they take to photograph a



simple ice cream cone or dessert plate is very pleasing to the eye. Many pictures also show how the frozen yogurt or ice cream is made. This shows how fresh the ingredients are being used and leave your mouth watering. This can be seen from a post on May 1st to the left. The picture shows gram cracker being added to the key lime pie flavor. This particular post also gained a

pretty good response with 272 likes and 21 shares. The comments also are positive feedback to the flavor such as “Can’t wait” or “It’s amazing!” One customer even stated, “I hope they have this flavor Friday night” and in response to that Jeni’s splendid Ice creams Facebook page responded, “It’s available in all of our scoop shops and online. You’ll be good for Friday night.” I thought this was a great example of the brands interacts with the customers. This man was not even specifically asking the company if it’s available yet Jeni’s still responded. This shows how connected the brand is with its customers. Another example of brand and customer interaction on Facebook was in the same post when someone commented “I wish it was gluten free!” Jeni’s then responded with in the matter of ten min with a link to something similar and was gluten free. Across all social media platforms Jeni’s Splendid Ice Creams has great customer response rate.

As discussed in WOI one thing Jeni’s Ice cream brand does when using Facebook is the fact that they are “Targeting the right audience.” In this case the audience would be ice creams lovers. With each picture and comment the audience grows to want the ice cream and want to know more. This creates an interactive page where the customers can go to for information and also something to fix their sweet tooth. The Jeni’s Facebook also used a great practice when posting about “Special Offers.” Jeni posts often about new flavors or special deserts they may have that month or season. They tend to use this practice geared more toward the special product itself.

In addition to the use of social media sites the company website and blog are being used to help inform its customers and talk about the brand. Through my observation period Jeni’s launched a new webpage. May 5th is when their Facebook account reported it. The new



webpage has a more modern feel to it. The site now has more pictures and videos to display its product. The site has a new element/picture for each “fold” when scrolling through the page. I have noticed this is a new and upcoming trend for websites. This shows that Jeni’s is focuses and is up to date with their digital presence. Like Facebook and other social media sites the webpage uses pictures more than words. The site is heavily focused on the idea that, a picture is worth a thousand words, and in this case this is a great advantage for an ice cream company. The site also included a section to where you can purchase the ice cream. The website is dual functional in the way that it is used for information but also e-commerce.

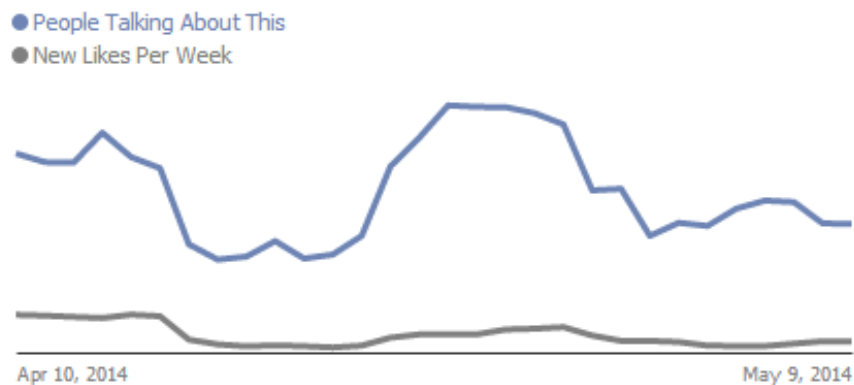
Jeni’s blog, found through the company webpage, also posts frequently but not as much as other social media platforms. The blogs are lengthy with great information and also many pictures. One thing I have noticed about the blogs is that there are only one or two comments from each. Regardless the blog serves as a great tool for information about what the company is doing and serves are a great new tool for Jeni’s Splendid Ice creams.

Data Analysis

Jeni’s Splendid Ice Creams data of social media sites:

Facebook:

Current Number of likes: 75,879
New likes per week: Average of 250 per week.
People Talking about Jeni’s: Two greatest peaks at the weeks of April 7th and April 19th.
People Talking about Jeni’s: 1,245



Twitter:

Tweets: 25.5K
Photos/Videos: 1,828
Following: 4,286
Followers: 62.4K
Favorites: 1,922

Instagram:

Followers: 23,284
Following: 109

Pinterest:

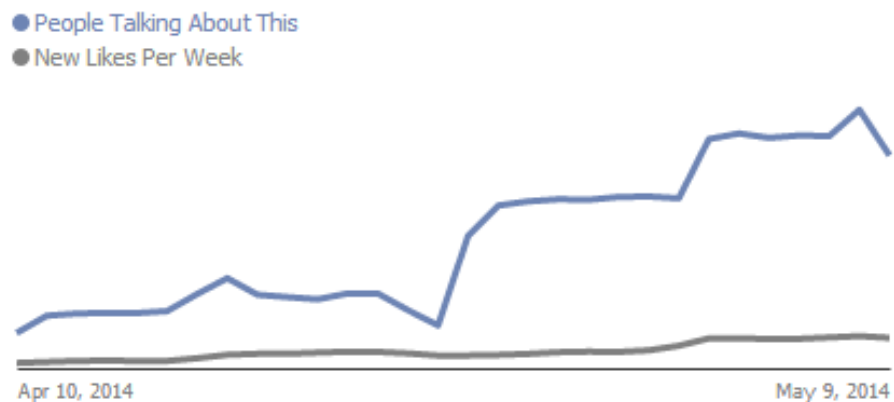
Pins: 1,693
Followers: 4,158

Youtube:

Subscribers: 143
Views: 10,990

Graeter's Ice Cream data of social media sites:**Facebook:**

Current Number of likes: 170,431
New likes per week: Average of 200 per week.
People Talking about Graeter's: Two greatest peaks at the weeks of May 2nd.
People Talking about Jeni's: 2,219



Twitter:

Tweets: 1,717
Following: 297
Followers: 8,541

Specifically looking at the Facebook trends you can see that Graters has a steady increase while Jeni's seems to peak throughout the month. This is something the Jeni's could start focusing on. The focus of a consistent trend of people sharing and following the page should be a priority, not just when the brand is advertised. If this is the case Jeni's should consider advertising on more often rather in increments as perhaps shown on the graph.

Brand Comparison

Social Mention:

Jeni's Splended Ice Cream

socialmention*

| | |
|-----------------------------|-----------------|
| 3% strength | 119:1 sentiment |
| 22% passion | 36% reach |
| 8 minutes avg. per mention | |
| last mention 18 minutes ago | |
| 194 unique authors | |
| 5 retweets | |

Graeter's Ice Cream

socialmention*

| | |
|----------------------------|---------------|
| 7% strength | 5:1 sentiment |
| 13% passion | 56% reach |
| 1 minutes avg. per mention | |
| last mention 2 minutes ago | |
| 251 unique authors | |
| 25 retweets | |

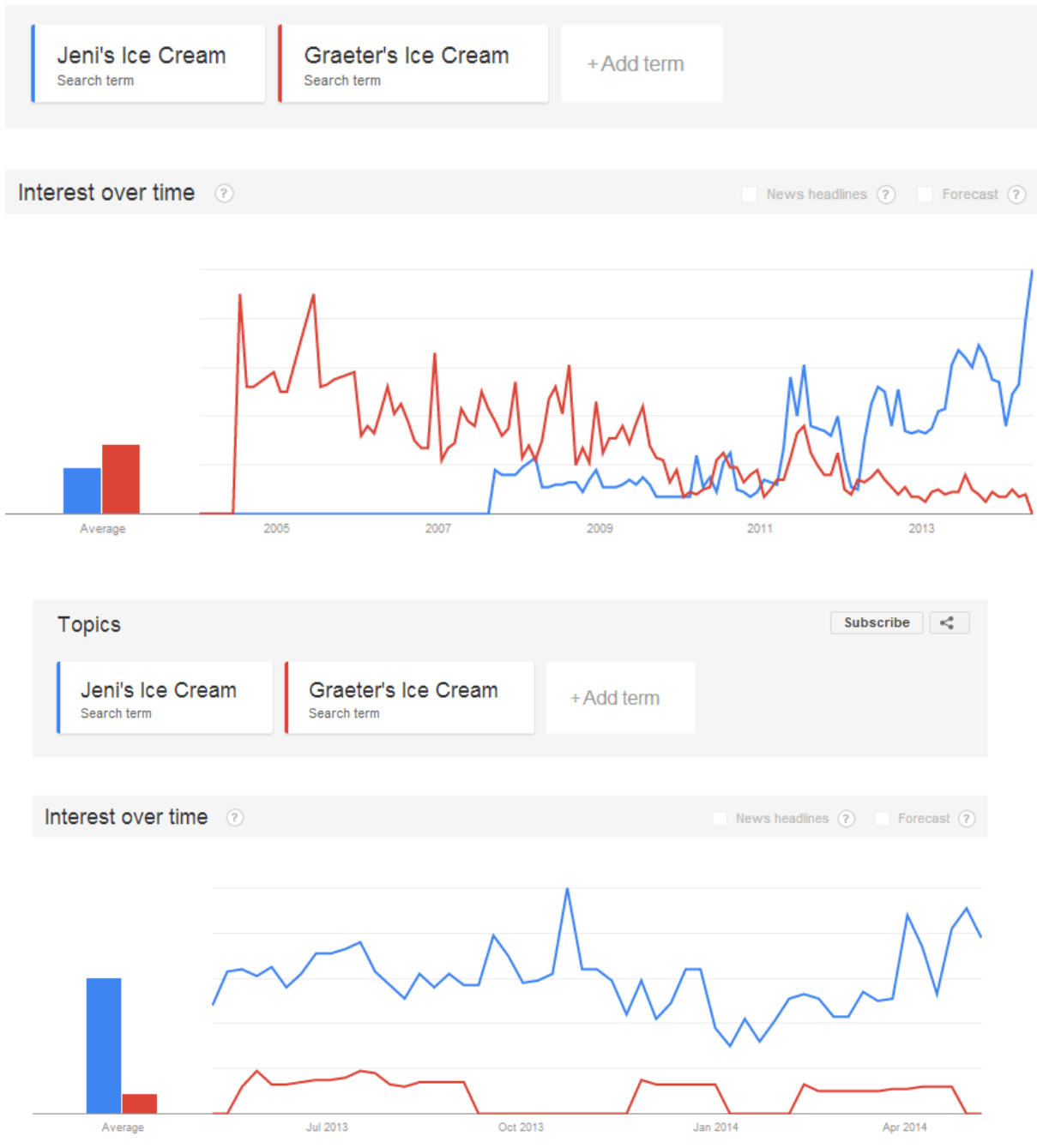


A great comparison for Jeni's would be Graeter's Ice Cream. Both are major ice cream competitors for Ohio with similar flavors of ice cream as well as additional products. Pictured above is the data gathered from socialmetion*. This shows that even though Jeni's might have less Facebook followers than Graeters it still has a strong Social media presence. Although the strength of Jeni's Brand is at a lower percent not only does the other categories makes up for this it also show opportunity for the brand to do better. The biggest indicator for this based on the information is the ratio of 119:1. This shows that there is more positive feedback of the brand compared to the negative. Jeni's passion score is 2x higher than Graeter's due to the fact that there is more of a story to Jeni's. The website goes out of its way to help tell the story of the ice cream. It shows pictures of the ingredients and videos of how it's being made and then shows people enjoying their products. The sites help tell a story that people connect to leading to a greater passion for the product and company. The webpage also provides a section that is all about Jeni herself and her ideas behind the company. She has her how social media accounts that customer are invited to follow.

I believe Jeni's is doing better marketing as they are better connecting and engaging with customers through social media / digital. This creates opportunities for customer to interact and learn about the brand. Speaking from person experience the small clips of videos showing the ice cream being made me feel part of the process each time I would place an ice cream order. That connection to the process as discussed before when looking at social mention leads to show that Jeni's is doing better marketing hen connecting on digital platforms.



Google Trends:



This same idea, the fact that Jeni's is growing, is present in the comparison of the google trend over time and in the past year. In the beginning Graeter's was much greater than Jeni's



and now as of recently Jeni's has now surpassed its competition on the web and has steadily stayed above throughout the entire year of 2014. The information provided by Google analytics show that Jeni's Splendid Ice Creams are doing well. As provided in the data I believe a contributing factor to their success is that they are available on more social media platforms. This proved that a strong digital media presence makes an impact on a brand.

Transmedia Branding



Jeni's Splendid Ice creams brand is surrounded by the simplicity of white and orange color scheme that is present in all types of media styles. The brand is centered on a happy feeling and that joy that comes from one's first bite of desert. This design shows that the Jeni's brand is a great representation of their intended target market and really shows that the company understands me and its customers. It translates its consumer's feelings when eating the ice cream or deserts into words and pictures in their advertisements. This is represented in the digital and social media as presented above but also in a non-digital way.

Although Jeni's Splendid Ice Creams is heavily revolved around the fact that its brand is relied on digital media there are some other channels that it is present in. Since the company is a food based company it only makes sense to reach out to the food lovers' media channels. The recipes and ideas can be found on several food related websites such as northmarket.com. This is an example from when print turned into digital. Jeni's also sells cook books of their recipes of their fine deserts and ice cream treats. The idea of these cookbooks were translated into a digital sense by providing them on food websites or having an e-book as an option to purchase.

Jeni's also has an assortment of print ad available. This has transferred into a digital media by posting the same ads on the Facebook page or tweeting out the information/picture. The Jeni's was also featured in many food magazines and the hype from that was translated into the excitement shown from new post in the blog or tweets.



The picture above shows a post from Facebook of an image of Oprah's magazine doing a highlight on Jeni's Ice cream. This is an example of what was just discussed above, the integrated form of other media (print) with digital.

Jeni's entire branding strategy is based on a digital media. The company puts in its efforts to be available on all channels of digital media as well as the traditional forms or media such as print. For this reason it is clear that Jeni's Splendid Ice creams Marketing is very integrated. They have embraced transmedia in the sense that it is located in several types of media but shining through digital.

In addition to the marketing for the products its branding strategy in both digital and non-digital branding is geared toward that health and fresh ingredients used in Jeni's treats. This is important to the brand and is something that the company feels is important for their customers. To ensure knowledge of this idea Jeni's used ads such as these as print ads and post/pin in social media outlets. Both great form of advertisements that have become integrated to share one idea.



Recommendations

Jeni's Splendid Ice cream is doing a fantastic job of utilizing all formats of Social media. I feel this is one of its strong suits when defining itself as a brand and what it has to offer as well as simply getting its name out there. As shown previously in the Google Analytics Jeni's has increased its brand awareness in all forms of media. Each day more and more people are hearing of Jeni's due to some of these social media tactics. While the company is gaining more followers the interaction with these sites is still not where it needs to be. I believe Jeni's is not giving their customers a reason for them to utilize the social media outlets other than information. Since Jeni's is embracing on all if not most platforms of digital media my recommendations will be focusing on the additional use of content for these sources on Jeni's social media pages.

WOI provided many ideas that I would recommend for the social media sites. Nathalie mentioned one practice that I think Jeni's should start up called "social proof- a game of numbers." This involves like campaigns and fan pages. There is already a large amount of people already liking or following Jeni's Social Media accounts but why not give the users another reason to follow and interact with the site. Having contest such as "Like" this picture to be entered into winning free ice cream for X amount of months" or "Send us your feedback of our new flavor to be entered into winning a desert package" would be beneficial. Small changes such as these will generate new followers and more opportunity for new customers.

I also think it would be useful to piggy back off the Lays idea of creating a new chip flavor and switch that to creating a new ice cream flavor for Jeni's. This will create ideas for the company and also again attract more customers. Jeni's already is found on most digital outlets

the key is just enhancing the ideas to create more awareness of the Company. The idea is simple yet I believe would be extremely beneficial to sales and the brand itself.

Moving the recommendations away from the social aspect a digital recommendation would be adding the idea of an egift. The idea would be for customers to go online and be able to gift ice cream for someone else. The website provides the option to buy ice-cream but not to “gift” it. With this the person receiving a gift would be provided with a certificate to then take to a Jeni’s location. This would create more traffic in the stores and an opportunity to obtain new experiences with the brand. When doing research on this idea I found that Cold Stone Creamery did something similar to this. The new eGift Facebook feature added \$10,000 in incremental sales to franchisees in just a month and a half. Also with social media, Cold Stone averages a cost of about 39 cents per coupon redeemed compared to \$3.60 per redemption with print advertising. These are two facts that I believe Jeni’s could take from and implement the new recommendations I have provided. The digital presence is good but it always could be better. “Content marketing is a commitment, not a campaign.”

- Build “like” campaigns on social media(Facebook/Instagram=like, Twitter=re-tweet)
- “Create your own flavor” campaign through social media
- Implement an egift option on webpage