**WE ALL SCREAM FOR ICE CREAM!**  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Mix Website Comparison

To complete this assignment, visit each ice cream company’s website to answer the questions regarding the marketing mix of each company.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | **Blue Bunny**  www.bluebunny.com | **Ben & Jerry’s**  www.benjerry.com | **Edy’s**  www.edys.com |
| **P R O D U C T** | **Product Line**  *How many flavors does each brand offer? List as many as 15.* |  |  |  |
| **Expanded Product Line**  *Does the brand offer items like frozen yogurt, gelato, ice cream novelties, etc.? List as many as ten.* |  |  |  |
| **Brand**  *Slogan, tagline, etc.* |  |  |  |
| **Packaging**  *Size(s), design, eco-friendly, etc.* |  |  |  |
| **P L A C E** | **Production**  *Where are the dairies/production facilities that make the ice cream located? Is there more than one. List them.* |  |  |  |
| **Distribution Channels**  *How is the product distributed/transported to retail outlets?* |  |  |  |
| **Point of Sale**  *Where can customers purchase products? Big box stores, convenience stores, retail shops, online, etc. List them.* |  |  |  |
| **P R I C E** | **Cost**  *How much does each product cost?*  *Tip: List prices for each of the various sizes you listed above. You may have to research prices on retail websites (grocery stores, Target.com, Walmart.com, etc.) Make sure to include the link to the source where you found pricing information.* |  |  |  |
| **Value**  *In your opinion, do you think the price for the product matches the customer’s perceived value? Explain.* |  |  |  |
| **P R O M O T I O N** | **Public Relations**  *Does the company support any causes or charities? Explain.* |  |  |  |
| **Social Media**  *Does the company’s website suggest that it uses social media as part of its promotional strategy? List any icons for social media applications shown.* |  |  |  |
| **Incentives**  *Does the company offer any coupons on its website? List them.* |  |  |  |
| **Factory Tour**  *Does the company provide of tour of its facilities? If so, what can customers expect to see on the tour?* |  |  |  |
| **Recipes**  *Does the company provide recipes on its website? For what?* |  |  |  |
| **P R O M O T I O N** | **Website**  *How did you like the company’s website? List strength and weaknesses of each.* | **Strengths**  1.  2.  3.  **Weaknesses**  1.  2.  3. | **Strengths**  1.  2.  3.  **Weaknesses**  1.  2.  3. | **Strengths**  1.  2.  3.  **Weaknesses**  1.  2.  3. |