

Product name and package

[Business](#), [Marketing](#)



Product and Logo " Joie sans fin," in words, gives the ideal identity of the ice cream product. The being in French, associates the ice cream with the local people. This is despite being in a world with a rising trend of having company logos in English, in a bid to attract more customers. An additional feature that quite stands out from the others is the products uniqueness. The alcoholic ice cream is looking forward to penetrating a market that already has established ice-cream companies. Currently in the French market, Unilever and General Mills are the two leading ice-cream manufacturers in the market. There is already a well-coordinated ice cream network in the region, with extensive help of the several chains of supermarkets. Most the ice cream products sold in France occur in the supermarkets, hypermarkets and other ice-cream shops.

The product logo has exploited the use of what the French people love most: their dessert, wine, and new culinary creations. There is a sense of the French culture the product logo. The English translation of the name means endless joy. The product drives the message that it could bring endless to joy to every consumer that partake a product. The people could be motivated to purchase the product because they associate the product to the love for their culture. It develops the feeling of pride.

The color and message driven by the use of the words attract the attention of the customer. The color of the logo is quite similar and sensitive to the different types of ice cream sold in the market. The graphics used in the writings are readable. The front too is okay, as the letters are well outlined. Haagen Dazs has exploited most of the above name features in advertising their brand in the market. At one moment, the Hagen Dazs company was

experiencing problems in the market primarily because of the constant increase in competition in the market. The company management decided to address the issue with having a complete product rebrand. The company exploited the people love for honey, by associating their product flavors to be from the bees. This was present in the product logo, marking the company a success once more (“ Haagen-Dazs supports cause”).

2. Package size

The advertising aspect of the product adheres to the local rules on food and beverages. The law is against advertising of alcohol to underage kids.

Despite having several alcohol flavors in the brands, the logo does not anything alcoholic in promoting the product. However, the firm has taken certain measures in ensuring that the alcoholic products do not reach minor children. One key measure in the product distribution: most of the ice creams are distributed with the respective wine manufacturers. This would ensure that the ice cream is sold to responsible individuals. In addition, France is tolerable to alcohol since most the meals are served with alcoholic wine.

In packaging the alcoholic dessert, the company has used legal description allowed by the international labeling laws. This includes the use of descriptions such as low or reduced fat in the case of the fat report on the brand. Ben & Jerry's products have clear nutritional description in their product package. The containers include advice to the levels of calories, total fats, cholesterol, sodium, carbohydrate and protein (“ Ben & Jerry’s Hannah Teter’s Maple Blondie”).

France is against misinformation of a product through wrong packagings.

Every information written should reflect on the real ingredients of the produce. The labeling should include the product identity, product net quantity, dealers name and the primary place of business. In addition, France has provisions to deal with recycling the container after use. Strict guidance are included for such reasons (French Regulations on Waste Packaging / Quand les emballages deviennent des déchets).

Works Cited

" Ben & Jerry's Hannah Teter's Maple Blondie." 15 June 2011. Rodzilla Reviews. 4 November 2014. .

" French Regulations on Waste Packaging / Quand les emballages deviennent des déchets." 9 February 2009. Shearman and Sterling. 5 November 2014. .

" Haagen-Dazs supports cause." 1 July 2009. The Newspaper Works. 4 November 2014. .