

Bellissimo essay



**ASSIGN
BUSTER**

Bellissimo Started their business in 2013 in Bangladesh with a tagline “ So good it’s”. It is an ice cream based company. Bellissimo is about quality and variety. All their products are designed to satisfy the most discerning customer. Bellissimo offers an international standard of ice cream. Bellissimo guarantees unmatched flavor and creaminess. They use natural flavors to give their customers a tongue-a-licious experience. Their ice cream is creamier because they use rich, creamy milk fat instead of cheap vegetable oil. Bellissimo is a result of immense research and hard work. Bellissimo is the Italian word for ‘ lovely.’ They exist to provide joy and happiness. Bellissimo ice cream is made with natural flavors and 10% milk fat for unmatched taste and creaminess. It offers many flavors. Such as:

1. Nutty Pistachio
2. Banana Chocolate Walnut
3. Mint Chocolate Chip
4. Nutty Almond
5. Butter Chocolate Almond
6. Cherry Chocolate Chip

It offers many types of ice cream products such as: ice cream cup, ice cream cone, ice cream sticks and ice cream sandwiches.

Target Market: Targeting the right market in right way is one of the major task for any company . Bellissimo designs and produces their Ice Cream basing on the Customers income, age, status and taste. Considering the

income of consumer, Bellissimo targets both upper class and middle class people. As it is expensive than other ice cream brands, it does not target lower class people. Considering the occupation of customer, Bellissimo targets students like school going, college going, and university going people. They also target office worker, housewife. As everyone likes ice cream, Bellissimo introduce their product for both men and women and both are their target customers. Bellissimo targets teenager, children, young adults and elderly adults.

SMART Objectives:

1) Specific:

Through this IMC campaign we want to introduce some new flavors of Bellissimo within two months in our country. As day by day people's demand is increasing and they want new products and they want change in their products which they buy, that are why we want to introduce some new flavors in our ice cream.

2) Measurable:

Through the market research we can assure our goal is accomplished or not. We can do also survey to measure our goal is fulfilled or not. Our main objective is increasing sale at least 30% within two months. By doing these we can measure our objectives.

3) Attainable:

We have sufficient resources to increase our sale. For ice cream productivity we have sufficient ice cream machine and all the ingredients that is needed to make ice cream. We want to introduce some more flavors. For this we will store all the ingredients that are added to the new flavors.

4) Realistic:

As we have many competitors in market, so this is the right time to compete them by improving our quality, packaging and producing some variety flavors ice cream. As we want to increase our sale, we have enough individual to perform our objectives. There is huge competition in ice cream market so it is the right time to take action. As Bellissimo is an ice cream company, this goal is applicable in current environment.

5) Time bound:

A specified and reasonable time frame should be incorporated into the objective statement. Within two months we want to achieve our goals. We will work hard to achieve our goals within two months.

Contact points: 1. Retail stores

2. Personal selling

3. Café

4. Departmental store

5. Shopping mall

Ways to cover the contact points:

<https://assignbuster.com/bellissimo-essay/>

A. Retail store: Retail store is the most common contact points for ice-cream. To cover that contact points of Bellissimo ice cream can do the followings: Providing banners and billboards on top of the retail stores. Offering gifts or special offers to the retail store like providing useful equipments like gift hamper or contest containing with their logo.

B. Personal selling: For personal selling Bellissimo can arrange a van in different location like in front of Office, Universities, Schools and Colleges where people can get or buy Bellissimo ice cream. For making it more attractive they can provide small free samples. C. café: Now a days Bellissimo open their café in Banani. They can also open their café in Dhanmondi, Gulshan. Uttara. Which is easy way to reach their customer.

D. Departmental stores: For departmental stores following steps can be taken: A separate freezer only for Bellissimo ice cream Giving discounts to the departmental store. Giving t-shirts the sales girl or boys with the logo of Bellissimo of the departmental store.

E. Shopping mall: Bellissimo can open their stores in Shopping malls like in Basundhara City.

IMC tools: IMC is the heart of the promotional management of Bellissimo Ice Cream. Multi-channel fulfillment and massive intervention of ads and other promotional tools have made the world of marketing more complex and hard to reach people. So, it is needed to reach people in all the channels of promotion. As it is more or less new product, we are going through the Innovation Adaption Model of customer response process and for low involvement product we will go for the low involvement hierarchy. We are

omitting Personal Selling tool for the Bellissimo's promotional campaign because we think it is not necessary and cost effective for our product and we will use rest of the tools efficiently.

The Integrated Marketing Communication of Bellissimo is in action here:

1. Advertising: The first and the most common tool for the campaign will provide Evaluation to the customers of the Innovation Adaption Model and lead to the next stage of trial. Because our potential customers are already aware of Bellissimo Ice Cream and they are in the interest stage of it. So, we need to design our ads in a way which will create the urge of having it in the customers' mind. Here we go for the media of advertising:

TVCs: We already have made a demo of TVC which is about to show Bellissimo as a solution of all head spinning or tempered situation. There is a myth on people that Ice Cream is only for summer season and it cannot be have in winter. So, here we have tried to change the concept that Bellissimo Ice Cream is for Hot situations rather Hot weather. We believe it will help to overcome the fall of sales during winter. Billboards: There will be some creative billboards containing information and appeals of Bellissimo Ice Cream. We have planned to change the traditional shape of billboards and to make the billboards with the shapes of different flavored Bellissimo Ice Cream. It will help people to evaluate different flavors of Bellissimo and the distinct qualities of it. Flash-mobs: Guerrilla marketing will work well because there are already some giant players of boxed ice-cream in the market like Igloo, Polar, Kwality etc. So, to make Bellissimo distinctive over them flash-mob is a wonderful tool.

For the flash-mobs, we have some ideas. In a public place like shopping malls or busy footpath two young people will suddenly make quarrelling with an unknown issue. They will act so aggressive and tend to start fighting that will attract people to make a crowd. The crowd will try to find out the reason behind the quarrel and suddenly a girl dressed up like an angel will appear and ask them, “ matha gorom? Have a Bellissimo Ice Cream.” The quarrelling people will take and eat the ice cream and feel cool and will embrace each other. Then people will understand that it was done intentionally by Bellissimo and they will be also offered to buy Bellissimo in that spot. The whole scene will be recorded by a hidden camera to show it in different media later. It will also make people amazed and lead the witnesses to a trial of Bellissimo. Aerial advertising: Cone Ice Cream shaped balloons with Bellissimo logo and designs can be placed in special event spots like trade fares, cricket stadiums during tournaments or even in the middle of a big road. Outdoor furniture: In different open food courts or park tables we can make Bellissimo ice cream shaped tables. So, when people will eat any food placing on them, it will look like from distant that they are eating a huge Bellissimo Ice Cream. It will attract people and finally make an urge to have a real Bellissimo.

2. Sales promotion: Sales promotion is a nice tool to provoke customers to have a trial. It makes the product appealing to the customers and creates a chance of adaption by the potential customers. There are a lot of forms of sales promotion and we will make the best use of some of them. Here are some implication idea of sales promotion:

Consumer oriented: Discounts: The most common tool of sales promotion. Customers can be offered 25% discount if they buy the whole box or family pack. Discounts in winter will be available. Coupon: Coupons can be distributed in different food shops or shopping mall and the redemption will give customers a mini tester pack of Ice Cream. It will assure a trial.

Contests: People will be asked to make a real flash-mob of Bellissimo Ice Cream with their own initiatives and send us the video of that. Selected winners will get attractive prizes. Bonus pack: Bonuses will be given during the surpluses of production. It will help to increase the sells over other brands because Bellissimo is giving more at the same price. Trade oriented:

Incentives: We can give incentives to the retailers or distributors if they can sell a certain amount of Ice Creams. So, the retailers will push customers to buy Bellissimo over any other brands and chances are people will have a trial and adapt if they like it. Trade allowances: Retailers will get Freezes with Bellissimo logo to keep Bellissimo Ice Creams in them if they buy a certain amount of Bellissimo. It will also let the customers know that Bellissimo Ice Creams are sold there. Trade shows: Trade shows are important because Bellissimo is comparatively a new brand over others. So, they can encourage retailers to show the brand. Make attractive items to promote the brand. Co-operative advertising: Integrated co-operative advertising can be done with retailers by making the retailers signboard, catalogues, furniture, posters, banners etc with Bellissimo's ad on them.

3. Direct marketing: A very profitable and sales boosting tool of IMC. It initiates the chance of adaption by the customers. It also leads to the final stage that is to feel the product in the field of low involvement products.

<https://assignbuster.com/bellissimo-essay/>

Here we have gone through some ways of direct marketing: Listing is the very basic tool of direct marketing. We will list all potential customers who can buy in bulk. Direct mails are the oldest way of Direct Marketing but we can use it in some extends to the remote places where it is hard to send representatives. We will send our representatives to the corporate houses or big companies' offices to convince them to buy Bellissimo Ice Creams in bulk for their annual picnic, annual general meeting dinner, any customer loyalty programs of them etc. Here is a chance of big sale to those companies and it will make the products to have a trial by the companies' people because they will have no other option than eating Bellissimo Ice Cream in that case.

We can gather event lists from the event management companies and directly go to the customers to buy Bellissimo Ice Cream to serve in their events. We will convince them our Bellissimo can serve some memorable moments in their events. Direct phone calls and SMS marketing is somehow an effective tool of Direct Marketing. We will collect potential customer's phone number by any coupon offer and send them SMS and call some major buyers to inform them about our new flavors or offers etc. It will help to evaluate our products by the customers. Large food courts, retail stores, shopping malls, hotels can be listed to run Direct Marketing programs to settle a Bellissimo POS in their place to serve Bellissimo Ice Creams to their customers and those companies will get a percentage of total sales by them.

4. Public relation: It is a useful tool to make people feel the products and generate brand loyalty and adaption. It helps to establish the brand positioning in customers mind as well. Some PR tools are discussed bellow for Bellissimo Ice Cream: Social welfare programs sponsored by Bellissimo

<https://assignbuster.com/bellissimo-essay/>

can be run like food/education for poor children, shelter for street people, relief works etc. Eid-UI-Azha is coming so we can sponsor “ Goru-chagoler hut” and promote Bellissimo Ice Cream over there. Food festivals, concerts, nutrition programs, health check up programs will be launched in different areas, varsities and prime locations.

5. Interactive marketing: Now a day internet is booming up all households to all age of people. 90% of our target customers have at least a facebook account in social media sector. Using facebook aps and pages is increasing day by day and facebook marketing is taking place of all other marketing tools specially Direct Marketing. Smartphone is another craze of the recent era and people especially the youths are getting intensely involved with them. So, here is a great scope of marketing interactively to grab a huge portion of target customers. Bellissimo already have a webpage and a facebook page. So, we can modify them and add more attractive items to make them more effective.

Facebook pages will run home delivery options in which customers can order on facebook and our area wise sales people will deliver to their home for a certain purchase volume. On Facebook we can develop gaming aps those will promote and help customers to evaluate Bellissimo. Aps are great sources of serving information and product benefits. Ice Cream making games can be developed for Smartphone and the highest scorers will be rewarded every week. That will lead people to evaluate more. There will be online contests where the Bellissimo page will ask people about the tastes, ingredients, colors, sizes, prices, flavors etc of different Bellissimo Ice Creams and right answer providers will win lucrative gifts. These are the IMC

campaign for Bellissimo Ice Cream made by us. Integrating all those tools with overlapping each other will make customers involved with our products. Efficient use of all those will not only increase the sales but also generate supreme customer loyalty.

Advertising execution styles: We will make a combination of dramatization, testimonials: Dramatization: we will show the experiencing approach of Bellissimo through a drama. In this drama we will show 4 people using the BE, LLI, SSIM, O sounds in different situation. When we will adjust those words it will make bellissimo. Testimonials: We will use testimonials showing our spoke persons eat Bellissimo ice cream and how they experience ice cream.

Advertising Appeal: For our TVC we will use emotional appeals. Under the emotional appeal we will focus on: Happiness: By eating Bellissimo ice cream, people can get different taste of ice cream. This will make happiness. Pleasures: When people are experiencing Bellissimo ice cream, he or she can get pleasures because taste of our ice cream makes them feel good.

Brand Image: Already Bellissimo ice cream has a brand image. We will use it through our ads. It is a brand which serves different flavored ice creams with different toppings. Inherent Drama: We will show our ice cream is so delicious like different favors with different topping like fruits, choco chips, jelly etc which will worth the price that people can't but purchase it.

Media strategy for the IMC campaign of Bellissimo Ice Cream: A sufficient media planning can make a campaign successful. So, we need an efficient

media planning to implement the IMC of Bellissimo. We will discuss all eight factors of media strategy development and implementation.

1. Media mix: We will use multiple media to cover our IMC campaign so media mix is must. As we are dealing with a low involvement and new product so that to develop customers knowledge and motivate themselves to the product we have to go through all the media like TVC, billboards, radio ads, newspaper, magazines etc.

We have a handsome budget for promotion because Bellissimo is new in the market. Our target customers go through all the media discussed above. So here is the details of media mix: TV: TVCs will be go through all national TV channels like BTV, NTV, Channel I etc and also some Indian channels like Z Bangla, Star plus etc because there is a huge number of our target customers who watch those channels addictively. We can also use local cable TV channels to promote at a low cost and focusing specific area.

Billboard: As we discussed in IMC section that we will reshape billboards for our own purpose and place in all prime locations over the country and important roads and highways. Dhaka-Chittagong highway is most important for us. 40% of total budget for billboard will be covered in Dhaka and rest 60% will be in major cities like Chittagong, Comilla, Rajshahi, Sylhet etc.

Newspapers: We will place ads in national dailies like prothom-alo, jonokontho, jugantor etc. Newspaper ads will be low in frequency but high in volume (i. e. 2 pages ads) whenever they will appear. Local newspapers will also be used for low cost ad placement. Magazines: Magazines those are read by youngsters like Canvas, New Age, Rosh+Alo etc will be used for ads.

Magazines are also important tools for direct marketing because direct coupons, vouchers, forms etc are published in those magazines and people can tear those up, fill and send to us. Radio: Radio ads and RJ endorsements will be there for our brand. Radios have more channel loyalty because people less frequently changes radio stations than TV and they value the endorsements by their favorite RJs. It is also cheaper than any other electronic media.

2. Target market coverage: We have planned to have an Over exposure of media. Because current market is almost captured by Igloo and people have less probability to think of Bellissimo when they have to purchase Ice Cream. So, we will cover exceeding our target market that will enable us to capture some customers out of the target market and to position our brand as a premium brand of Ice Cream in every people.

There will be some wastage incurred by us to have a media over exposure but we will cover it by having an increase of sales because of over promotion. So, initially we are promoting more but it will result positively for the long term.

3. Geographic coverage: Only big cities will be covered by us. Some important districts will be covered but we cannot go to the upazzila or thana level because of the lack of our target customers.

On the other hand, we can promote more in northern part of our country because that is warmer than others and Ice Cream sells well in summer and warm weather.

4. Scheduling: Continuity is the best option for us because we are positioning Bellissimo Ice Cream in a different way that is for all seasons. So, we will run three ads a day on peak time to cut down over exposure and vast cost.

Pulsing will be applied in some extends. In winter, ads will be increased and also in Hot seasons like July-August.

5. Reach vs. Frequency: As a new player in the market we need a high reach. High reaches will help to make people trial and remember the brand name of Bellissimo that will lead them to purchase Bellissimo when they need Ice Creams. It is also very helpful to fight over the giant brands. Igloo Ice Cream has 80% of market share now a day. They have made such a brand loyalty that people don't need to see ads to remember or buy them. High reaches of Bellissimo ads will able to make this brand loyalty shaky. Duplicated Reaches will also play an important role in this case.

We also need frequency because frequency helps to make a permanent place in the consumers mind. As we are also using Continuity schedule for ads, we will surly end up with a huge frequency over the target customers.

TRP is the decent measurement to measure the reaches and frequency simultaneously. TRP will be effective to judge the effectiveness of the ads more accurately. Because TRP is the product of GRP where reach and frequency both are calculated, and also the percentage of target customers among them. So it will fair enough to maintain and control the effectiveness of the ads.

6. Creativity and Mood: Ads will be creative depending on the moods of the target customers. Our target customers are youths so that we can use more creative ads that will make them busy to find the insights and give fun out of them. When we are showing any serious issue in our ads we will keep decency and make it emotional. Creativity scratches in the deep of the customers mind when it resembles with their moods. So, it should be considered with concern to match the moods and creativity altogether.

7. Flexibility: According to our text we need flexibility in promotional campaigns in following criterions:

Market Opportunities: The growth of product is important to judge. We have to handle the situation if there is a increase in growth and our media strategy has to flexible enough to cover that rapid growth. Market Threats: There are giant companies in this sector who are currently doing good without much promotion. But when they will see a hyper promotion of Bellissimo, they will not sit alone. They will also start promoting more to compete with Bellissimo and our campaigns should be strategic enough to fight back to them. Availability of Media: Apparently we have selected the target customer group who are young and lives in prominent areas because of their social and educational classes. So, there should not be any problem like this but if occurs we have to swift enough to choose an alternative media vehicle.

Changes in Media/Media Vehicle: Media vehicle is continuously changing and upgrading. We must have proper knowledge about new technologies and our campaigns have to have options to modify them according to the changes.

For example, we should make HD and 3D videos for ads at the beginning to support the hasty intervention of new technologies like those.

8. Budget consideration: We have to initiate budget for media strategy calculating the Return on Investment first. CPMs and CPRPs should be calculated carefully and with the decrease of these measurements we will increase the budget because it will affect the ROI positively.

Applying all those media planning strategically we will be able to have a successful promotional campaign of Bellissimo. Otherwise spending so much on promotion will result in wastage.

Evaluation and Conclusion: It is not the end of the task that only making the IMC plan. Implementation and effectiveness is the key issue to sell a product. The success of an IMC is recognized when it can sell what it promises. We believe that the promotional campaign using IMC we made for Bellissimo will be able to make a supreme sale of it and prove its own success. Only proper execution and monitoring is needed. Here we have tried to change the traditional concept of eating ice cream in hot situations rather in warm seasons. The challenge is to digest it by the customers. If it works well we can expect a continuous and growing sales of this product.