

# Haagen dazs marketing mix strategy



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At Hagen-Dads - and Beachhead Dairies" BY annoyance In 1990 the US company Hagen-Dads appeared In Britain and created something which had never existed before: a mass market for luxury ice cream. These days British consumers spend 1000 million on luxury ice cream each year. " The Marketing Mix at Hagen Dads" explores how Hagen-Dads made themselves the market leader. It also compares and contrasts their marketing mix with Beachhead Dairies - a tiny UK Ice-cream maker with big ambitions - It wants to be the Hagen-Dads of Britain. The Competition Hagen-Dads' success has brought it a horde of competitors in Britain.

Mars and Catbird are among the latest companies to make a play for a share of the market. But its biggest challenge remains fellow US company Ben & Jerry's. Beachhead is one of its smallest competitors. Without the huge marketing budget of Hagen-Dads or Ben & Jerry, Beachhead relies on word of mouth to find a niche within a highly lucrative market. The Brand In marketing Ice cream, creating a brand is very much about creating a fantasy. It's about linking the product with emotions, images and values. Hagen-Dads' brand is based on sexual fantasy and " shared indulgence".

Beachhead, by contrast, bases its brand's fantasy on the farm - a sense of freshness and personal care for the customer. Promotion Hagen-Dads has a new advertising campaign designed to appeal to consumers who, it believes, are less materialistic than in the past. Having formulated their new approach, the company are spending 5 million on it, with 300,000 alone going on two television adverts. But the adverts, about someone in search of therapy, have their critics. Meanwhile, Beachhead hasn't the funds to

advertise on television. They turn to guerrilla marketing to promote themselves.

They run two cars at motor races, which enables them to entertain their big customers, as well as getting their name known. Where To Sell Dads has a major presence. Beachhead, on the other hand, is sold mainly in theatres and at special events. To get a place on the supermarket shelves would be a huge leap for the company. And if they grow too big too fast, they fear they will lose the factor which made the company special in the first place - the passion and commitment of its owners. Proof Of The Pudding People say that within the luxury ice cream market there really isn't much difference in flavor between brands - it's all in the marketing.