



TÈO GELATO



TèO Gelato is an award-winning gelato company based in Austin, Texas that is committed to satisfying each customer's craving when they're looking for a way to unwind after a long day at work. The process used to create each pint of gelato separates this company from its competitors. Each step in the process is monitored by a real person who truly cares about the quality of the product being made. The range of unique and delicious flavors are appealing to a wide range of customers; however, research shows that TèO Gelato should target millennial women who are willing to pay a little extra for higher quality indulgences. Our goal is to increase brand awareness using a range of strategies, largely focusing on owned and paid media.





STRENGTHS

- Tèò is authentic because of his time spent in Italy to learn and make the perfect gelato
- Since the beginning, Tèò has been passionate and transparent about using high quality of ingredients in his gelato which translates to a delicious final product
- As an Austin and Texas centric brand, Tèò reaches a lot of opportunity to appeal to women who value portion control

OPPORTUNITIES

- Austin is a foodie town
- Austin is health-conscious and gelato is healthier than ice cream
- Currently, in HEB and Central Market and could be made more accessible in other grocery stores

WEAKNESSES

- Handmade more expensive at \$4.98 per pint for individual consumption and a small size that does not suit families
- Unique flavors that are not appealing to kids and people are not likely to try
- Poor social presence and there is an absence of a mass audience that have not heard of Tèò

THREATS

- Frozen Yogurt and non-dairy products that are not gelato are expected to outpace ice cream growth
- Other local Austin companies, like Lick, also emphasize their ingredients
- Gelato is not a traditional American dessert





TALENTI

Talenti is one of the best-selling and most well known gelato brands in the country. They have brand recognition that TèO should strive to achieve. Talenti prides itself on using real ingredients for the most authentic flavor. A big focus of Talenti is “pintcycling.” Their pints are 100% recyclable and are more sustainable than most ice cream packaging today. They have even adapted #pintcycling across social platforms to encourage customer engagement. They have a massive following on Instagram, Twitter, and Facebook with around 610,000 followers across the 3 platforms. Talenti is an example of how a large social media presence can create impact for a gelato brand.





TèO Gelato will be targeting millennial women who are between the ages of 23 and 38. These women are affluent and often indulge in what they want. Our target market enjoys treating themselves and does not mind paying for better quality items.

5

After a long day at work, this group is often off to a workout class before running to the store to buy something for dinner. Due to a heavy work schedule, grocery shopping can be put on the back burner, so nightly stops to Central Market are needed. Millennial women shop at Central Market because they like to know exactly what they are eating and can afford the prices. After a long work day and workout class, they feel that it is okay to indulge in dessert.

These women prefer portion control or pre-portioned food because they are health conscious, so pint-sized desserts are highly appealing. Women also prefer unique flavors over brand loyalty, so the newest or most exciting flavor is usually how these women decide which frozen dessert flavor to try.





Katie is a young, active millennial woman at the age of 27. Katie works at IBM and can often be seen leaving work at 5PM to make her 5:30PM SoulCycle class. She has an extremely busy social life, so she never knows when she will be home to cook dinner. Therefore, she likes to go shopping for dinner after her cycling class. She enjoys fresh foods with the best ingredients so she knows exactly what she is putting into her body.

6





Her work days are extremely stressful so she likes to indulge in dessert on tough days. Katie prefers gelato over ice cream because it has less calories, and enjoys trying the unique flavors gelato has to offer. While browsing the frozen desserts aisle, Katie's eyes catch the bright orange packaging of TèO Gelato. She actually tried TèO Gelato at The Domain while shopping a few weeks ago and really liked it. Katie remembered seeing on one of her favorite food bloggers posts on Instagram that all the ingredients could be purchased at a grocery store.

Katie decided to give Goat Cheese and Cherry a try because she thought it was an appealing and creative flavor combination. After an evening of indulging, she gives TèO Gelato a follow on Instagram.





The main goal is to drive consumers to H-E-B and Central Market to buy TèO Gelato. We will accomplish that goal through these key objectives:

- 1 Increase brand awareness about TèO's slogan "Happiness Handmade" in order to generate more consumer interaction on social media and in person
- 2 Create engaging experiences through marketing and fostering relationships between TèO Gelato and its audience
- 3 Define our audience as the millennial women foodies





Our media strategy is based on reaching our audience at times when they are treating themselves. This will make sure that they are in the right frame of mind to consider a handmade treat from TèO Gelato. Our plan consists of social media, experiential and public relations efforts.



PR



Social



Experiential





SOCIAL MEDIA

Platforms:

Pinterest, Facebook, Instagram and Dating Apps

Rational:

Millennial women use Pinterest, Facebook, and Instagram the most. Dating apps are also an efficient way to target single, young women within our chosen DMAs. Social media will be used to talk to our target audience while they move about their hectic days, reminding them that a treat can always be waiting at the end. We will run a paid strategy on Facebook and Instagram to reach a wider and more targeted audience. Dating apps are used to target young, single millennial women in our DMA at a time when they are in the mindset of having fun and treating themselves. TèO Gelato will also run a paid partnership with dating apps like Bumble and Hinge to target women in our DMAs.





EXPERIENTIAL

Channels:

Central Market Wine & Cheese Festival,
Demos in upscale shopping areas, SoulCycle

Rational:

Our experiential strategy builds off Tèò's current marketing through demos. The strategy is to bring the gelato to places where the audience indulges and treats themselves. This can be both in regards to food, but also shopping and exercise.





First is the Central Market Wine & Cheese Festival. This catches our wine-loving audience at a time when they are looking to indulge in yummy foods and drinks. The Austin Ice Cream Festival is also a good thing for Tèò Gelato to continue attending because guests there are looking to treat themselves.

Places like The Domain, The Pearl Brewery, North Park and The Galleria are all upscale shopping areas in our DMA where our target likes to go to relax and reward themselves. Brining demos out of grocery stores and to these areas will help catch our target while they are in the mood to spend a little more for a quality, handmade product.

Finally bringing treats outside of popular exercise studios, like SoulCycle, will catch our target in a mind set where they are feeling good about themselves and also investing time in doing what makes them happy.





PUBLIC RELATIONS

Channels:

Local food blogs and Influencers

Rational:

PR will be used to capitalize on our DMAs, specifically Austin's food scene. Pitching influencers like A Taste of Koko and local publications like Austin Eater and CultureMap will help create a wide reach and generate buzz about the intricate process that is used to make TèO Gelato. Since consumers trust organic content the most, it is critical that we use this medium to sell readers on the idea that TèO Gelato is an indulgence that they deserve. This top of the funnel tactic will create brand awareness that can help drive customers to actually trying TèO Gelato when they see the truck at their local shopping center or workout class.





You deserve this.

Katie doesn't think about gelato as a day to day thing and that's okay. Handmade gelato is an indulgence, a treat at the end of a long work week. Our audience wants something that is a step above everyone else and they are willing to pay more for it.





A key component of our creative strategy will be experiential marketing. In order for consumers to choose TèO Gelato when they are in the frozen dessert aisle at the grocery store, they must first experience the brand.

TèO Gelato's secret weapon will be his freezer truck. This truck will be transported to affluent areas where people tend to treat themselves, such as The Domain or The Pearl Brewery, to attract the attention of consumers with money to spare. Customers will not only be able to experience the delicious product, but also the brand through face-to-face interaction with TèO, the founder of the company, which very few frozen treat brands can offer. TèO will tell the story of his experience and history making gelato and emphasize the care and attention each pint of gelato receives. Consumers will have a better understanding of the TèO Gelato brand and why it stands out from competing brands.





TèO Gelato will partner with Texas Monthly to create a “Which TèO Gelato Flavor Are You?” quiz because of its statewide reach. This is an interactive way to engage with our target market while using the 1.5 million online readers that Texas Monthly already gets each month. The results of the quiz will be shareable on social media to generate earned publicity. It is important that TèO delivers the pints himself to the journalist because it ties into the “handmade” theme that is present throughout our positioning.

As part of our public relations efforts, TèO Gelato will work with Austin food blogger, A Taste of Koko, who will already have a relationship with the brand, to conduct a giveaway on Instagram. People will post on their personal profiles their favorite way to treat themselves, and will tag TèO Gelato’s Instagram account. The winner will receive 2 free pints of gelato every week for a year. This will generate earned publicity, while also overlapping with our social media strategy of driving traffic to the TèO Gelato Instagram profile.





Pinterest

We will create “mood boards” for every TèO Gelato flavor, with cohesive colors and visually appealing posts that correspond to each flavor in order to attract users to the TèO Gelato profile and engage with the brand.

Instagram

To emphasize TèO Gelato’s positioning as a brand that uses quality ingredients in their products, TèO will be filmed walking around Central Market and H-E-B, picking out ingredients he will use to make his gelato. We will post this video on Instagram and other social media. Content should be created to encourage people to share on their personal Instagram stories in order to generate more brand awareness. We will also push this out using our paid social media strategy.

Facebook

The strategy will be similar to Instagram with emphasis on creating content that is interactable and can be shared to personal profiles.

Dating apps

We run paid ads like push notifications and in app cards on popular dating apps. They will feature messaging like “What if I told you you’re perfect match was pint sized?” and play into the notion that treating yourself can be as fun as a date.





Our big idea brings the story of indulging in gelato to life. We will partner with the company Living Labels to bring product labels to life through augmented reality. Each ice cream label will show Tèò, himself hand making that specific flavor. This idea visually communicates that Tèò Gelato is an indulgence handcrafted for each individual customer. Our audience will seek out Tèò Gelato pints in stores to see the labels come to life. The frenzy will drive earned media from local publications as well as organic social media posts.



Adriana Valdez, Bryn Brockman, Sally Cangelosi,
Emma Kehne, Jacob Sepúlveda, Julia Sotelo

THANK YOU