

Lake Effect Ice Cream New Product Contest

The new product we chose to introduce and run a promotion around was ice cream. Two of the teachers in Lockport started an ice cream business and it has been very successful around the area, including a new location in Buffalo. They have unique flavors and appeal to the palate of all people!

They are interested in selling their ice cream in other schools, but wanted us to test it first. They gave us four flavors to try: Salty Caramel, Frozen Hot Chocolate, Peanut Butter Epiphany, and Loganberry.

We ran the promotion from March 19 through March 23. We prepared all of the promo items, prior to Monday.

On Friday, we hung up all of informational signs, including advertising for the new flavor contest, pricing incentive, and ice cream social.

Coming to the LHS School Store

LAKE EFFECT ICE CREAM!!!!!!!!!!!!!!!!!!!!!!



FLAVORS:

- Salted Caramel
- Loganberry
- Peanut butter
- Frozen Hot Chocolate

STARTING MONDAY, MARCH 19

ONLY \$2 EACH!

On Monday we ran our first informative video, along with announcing the flavors we had to offer and time of day we would be selling the ice cream.

See Video on School Store POS Facebook:

<https://www.facebook.com/schoolstores?sk=wall>

Tuesday we ran a radio ad through our morning announcements and did a sample day during the two last periods of the day.

See Radio Ad on School Store POS Facebook:

<https://www.facebook.com/schoolstores?sk=wall>

Wednesday we ran our second video and introduced our hashtag and snapchat filter.

Thursday we ran our second radio advertisement and reminded students about the ice cream social. After school we had a build your own sundae, ice cream social with the different ice cream flavors and a variety of toppings.

Friday we advertised both pricing incentives, a punch card and bundle pricing on Wednesdays

To promote Lockport High School selling Lake Effect Ice Cream at the school store, we have chosen to host an ice cream social on Thursday, March 22nd. It will be held in the high school in cafeteria 170 from 2:15-3pm. To make this happen, Alyssa and I will run the event. Toppings will be provided including sprinkles, whipped cream, mini marshmallows, chocolate sauce. We will feature the 4 flavors that the school store will be selling; Salty Caramel, Hot Chocolate, Peanut Butter Epiphany, and Loganberry. All students and staff are invited to join us in this celebratory event. An ice cream social is an ideal kick-off event because you can enjoy this yummy dessert and hang out with your friends after a long day of learning/teaching.



We decided to use Twitter, Instagram, and Snapchat to spread the word of the product and the events surrounding it because in this generation everyone uses those apps. Most people spend hours on them and see other news so we decided it was the perfect opportunity to spread the word threw word of mouth. Through retweets and sharing via instagram everyone in our community will see it. We have no doubt that this technique will work and will spread the word better and faster than a flyer on a wall. We also created a Snapchat lense and encouraged all students to use the hashtag #lakeeffectatlhs throughout the week.



Samples of each ice cream flavor will be offered on Tuesday, March 20th during periods 8th and 9th. We decided to offer samples so we can get the students and staff of Lockport High School interested in the new product we'll be selling. The Lake Effect ice cream samples will be beneficial because samples lead to a demand in more ice cream, which then leads to an increase in profit for Lake Effect and the LHS DECA school store.



Totals for the promotional week of March 19 - 23:

Units sold: $480 \times \$2.00$ per unit = \$960 - 480 units \times \$1.25 (cost) = \$600.00

Profit for the week: $\$960 - \$600 = \mathbf{\$360.00}$ for the week.