

# THE INSIDE SCOOP



By: Alyssa Ngo, Lauren Davis, Selina Tong and Lorène Delpuech Turière



# Executive Summary

**Wanderlust Creamery aims to establish itself as the quintessential "LA ice cream" brand.**

**This campaign strives to increase brand awareness and customer loyalty through leveraging gamification of rewards programs and expanding social media presence tailored to Gen Z behaviors and preferences.**

**Key initiatives include creating engaging, culturally resonant content and collaborating with local businesses and micro-influencers to enhance its community footprint and drive engagement.**

**This strategic approach is designed to transform Wanderlust Creamery from a locally cherished brand into a global icon of Los Angeles ice cream culture.**

# About Wanderlust

- **“Crafted with a passion for adventure. Inspired by our own feelings of wanderlust, every flavor is made from memories, the flavors that remind us of our childhoods, the places we've been and the places we want to go.”**
- Unique exploration of flavors inspired by global cuisine.
- **What sets Wanderlust apart is its monthly rotation of seasonal flavors, each themed and sourced from different cultures.**
- **The founders' commitment to creativity extends beyond flavors: The Wanderlust Experience.**



# Casting A Wider Net

wanderlust  
CREAMERY



Currently More Local to Its Neighborhoods



*The Los Angeles Ice Cream Shop*



Millennials Primarily



“For Everyone”

## Strengths

- Unique flavor offerings inspired by flavors and cuisines around the world
- Loyal customer base
  - Enthusiastic for new campaigns, events, etc.

## Weaknesses

- Limited brand recognition outside of loyal customer base
- Small business - limited resources, staff and financial backing

## Opportunities

- Gamification of rewards programs to cement loyal customer base and attract new customers
- Expansion of social media presence to align with current trends and the Gen Z algorithm

## Threats

- Shift in consumer purchasing behaviors
- Constant shift in consumer consumption habits (ie. diet culture, vegan culture)



**Goal: Conquer the local Gen Z Angeleno, then the world**  
*Establish Wanderlust as the quintessential “LA ice cream” brand*



## Communication Goals

- **Garner brand awareness among Gen Z audience**
- **Establish Wanderlust Creamery as an LA native brand. Make Wanderlust synonymous with Los Angeles ice cream**
- **Intertwine Wanderlust's brand story with the rich culture and history of LA**

## Communication Objectives

- Increase social media mentions and engagement related to Wanderlust Creamery by **20%** within the *next six months*
- Feature in **5< L.A. ice cream listicles** during initial rollout
- See an uptick of **>15%** in returning customers in the next three months
- Build Gen Z audience, **entry rates building 2-5%** over the promotional period



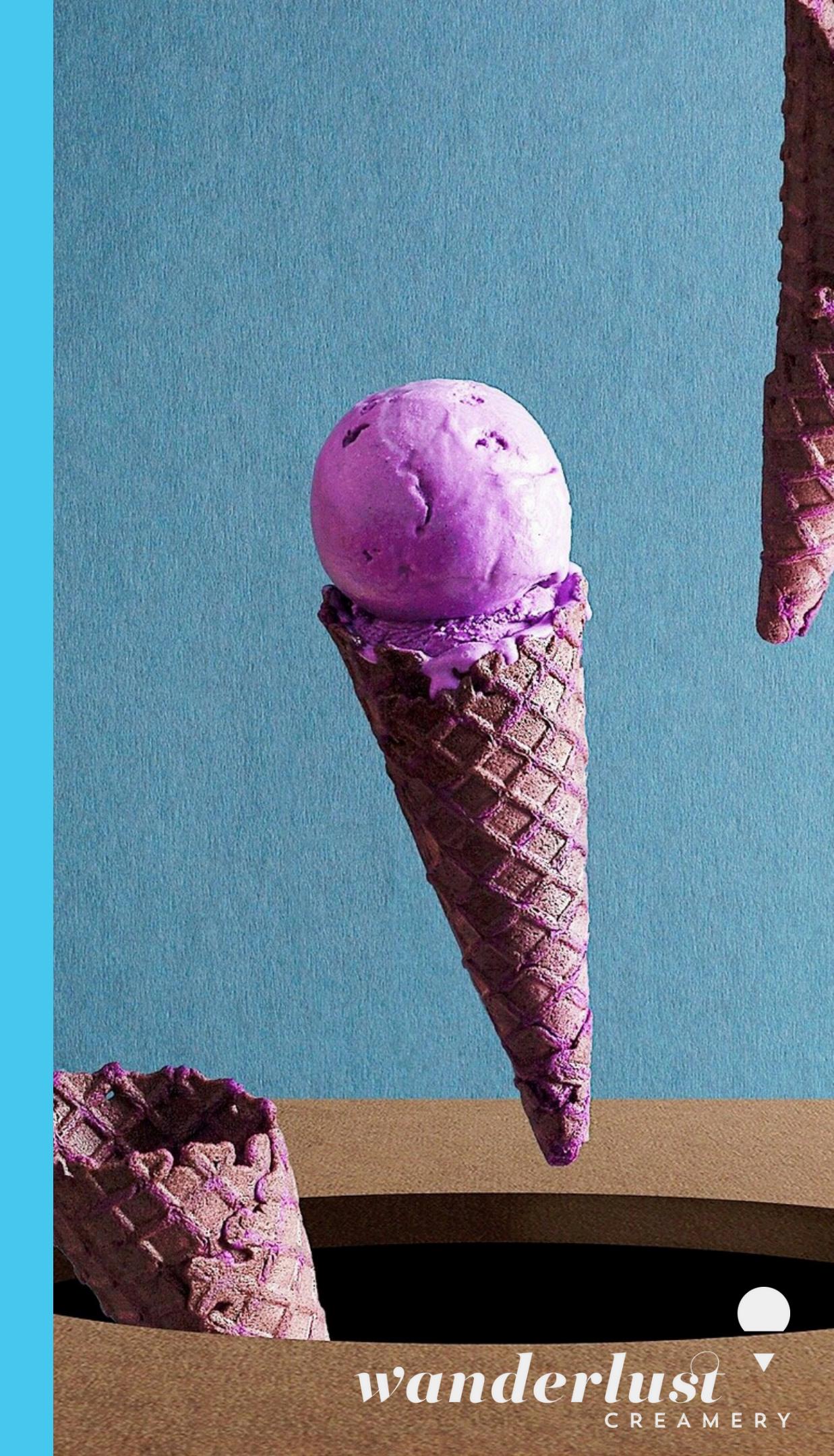
## Target Audience(s)

### 1. Understanding Gen Z:

- **86% describe themselves as serious gamers**
- **97% list social media as top source of inspiration for shopping**

### 2. Los Angeles-specific

- **75% of travelers are “seeking authentic experiences that are representative of local culture”**
- **The trend of rediscovery is prominent among Gen Z consumers**



Embrace Re-Discover Trend

Leveraging  
Social Media

Authentic  
Storytelling

Gamification

Valuing  
Collaboration

Keys to Success



# Customer Profile - Gen Z edition

## Gus

Demographics: 25, male, studying graphic design at FIDM

Lifestyle & interests:

- regularly explores new cafes and restaurants around LA
- enthusiastic gamer, always keeping up with latest digital trends and gadgets

Shopping habits:

- influenced by online trends and viral content
- looks for experiences that offer a sense of discovery and personalization



## Elda

Demographics: 24, female, working at a startup focused on social media marketing

Lifestyle & interests:

- avid traveler who shares lifestyle content on her socials
- passionate about health and wellness, often trying out new eateries around the city

Shopping habits:

- strong supporter of local small businesses
- enjoys products that are aesthetically pleasing and photographable

# The Three Pillars

- Wanderlust
- Gen Z
- Los Angeles



## Strategy 1:

# Drive engagement and foot traffic through interactive and more personal experiences

### <Flavor Passport>



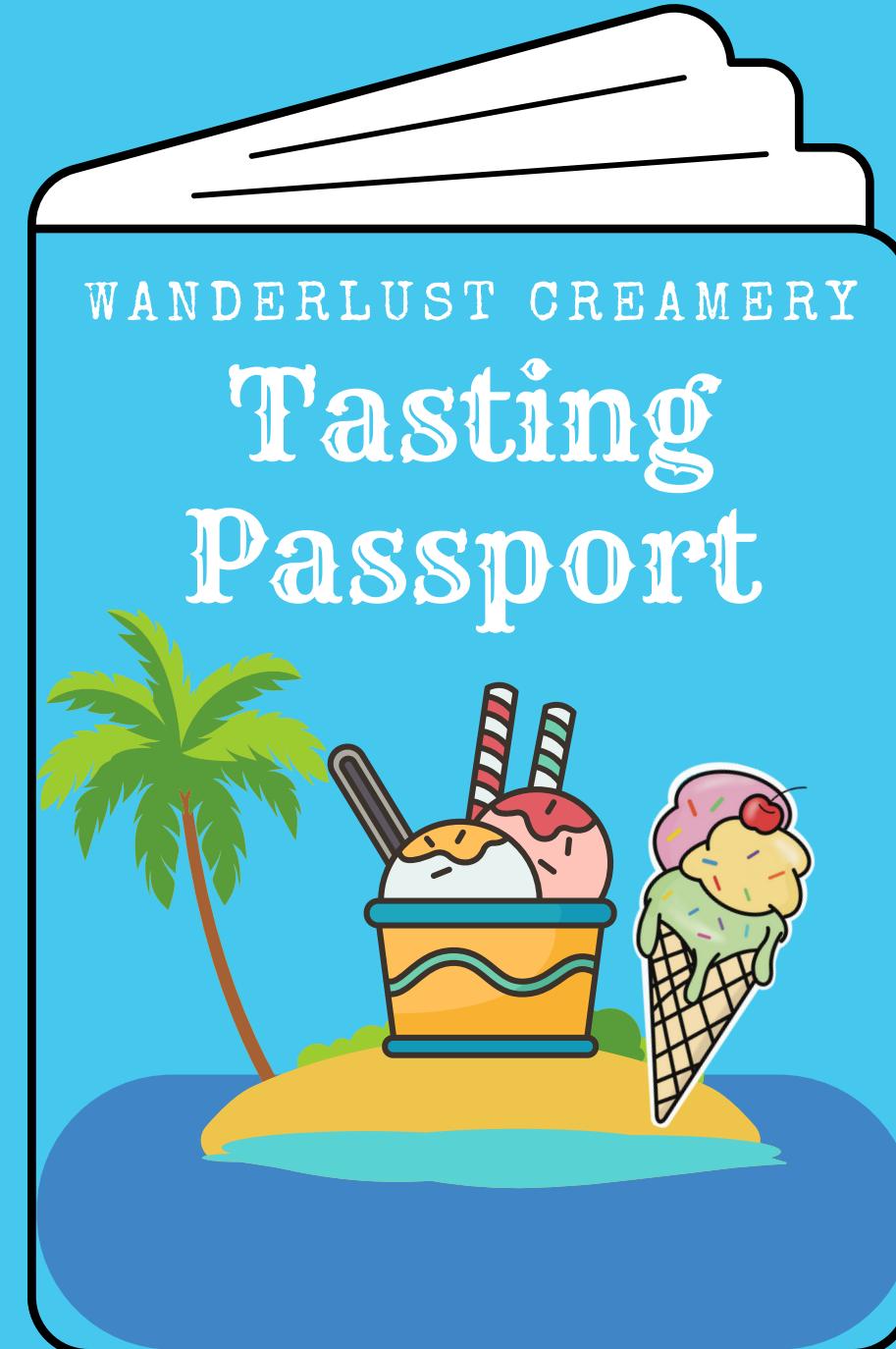
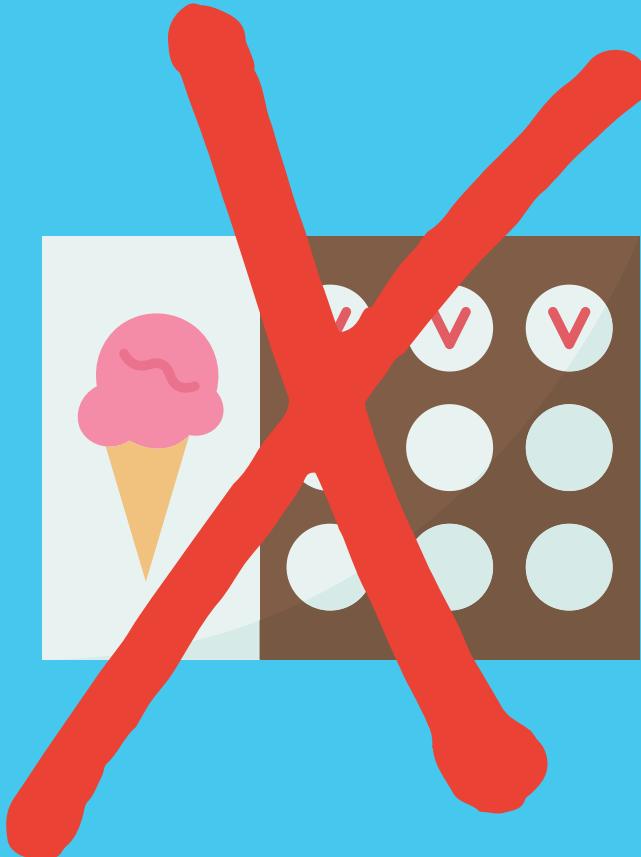
- Develop a gamified loyalty program where customers collect stamps for trying different flavors at different locations
- Offer limited edition flavors and merchandise to encourage participation
- Offer prizes for participants:
  - First 10 people to finish the passport get the chance to create their own ice cream flavor
  - LA staycation (honing in on the local aspects)
    - ex. Joshua Tree, Big Bear
  - For people that finish the contest (even if they're not the first), they get a free ice cream and shirt

### Themed events

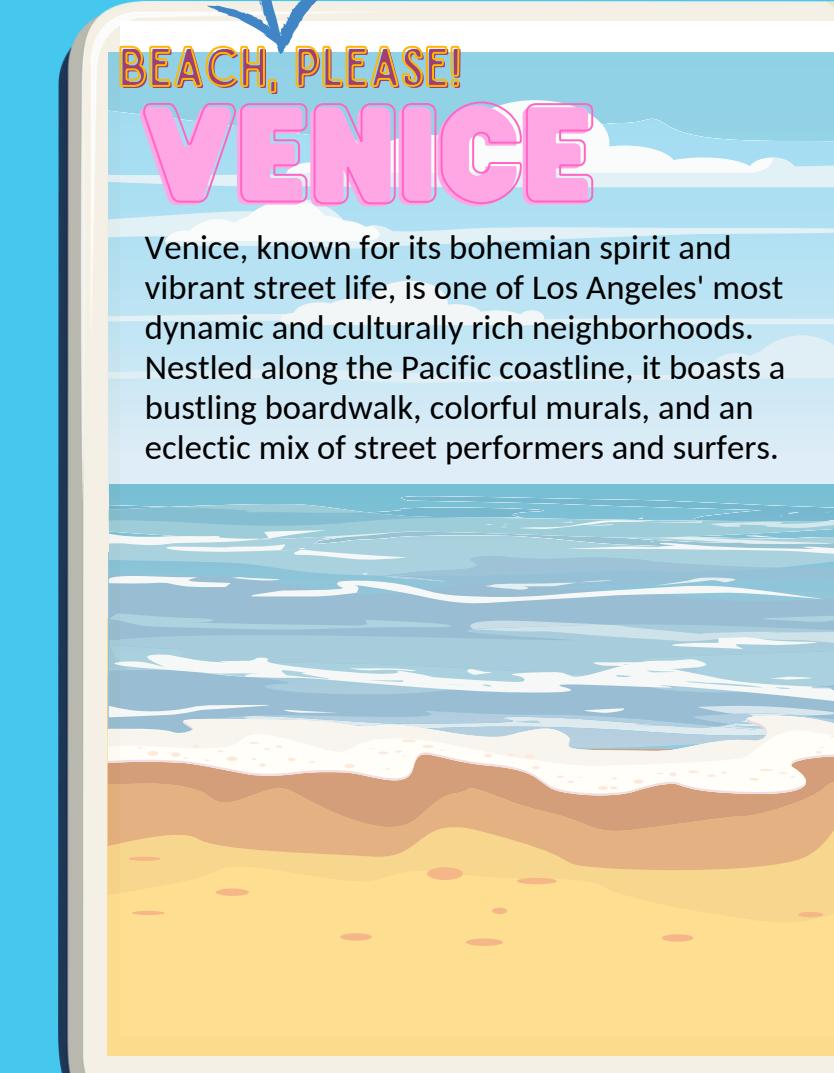
- Organize pop-up, week-long events in collaboration with local festivals or cultural events



# How to bring this to life: Flavor Passport



Location



Stamp



Flavor information

## Strategy 2:

# Capitalize on local culture to amplify brand identity



## Local Culture Integration

- Collaborate with other small businesses to create store designs and products that reflect each LA neighborhood's unique character
- Partner with micro-influencers with significant local followings to promote <Flavor Passport>



## Strategy 3:

# Enhance digital outreach to connect with Gen Z and tourists



## Micro-influencers

- Collaborate with approx. 10 micro-influencers and work with them to integrate the <Flavor Passport> campaign organically into their content
  - FirstDateGuide, thestacysun, dandy.eats



## Expansion of IG Reels and TikTok

- **Instagram:** increase production of IG reels focusing on the ice cream production process, offering glimpses into the craft behind flavors; maintaining the current highly-curated aesthetics
- **TikTok:** produce content showcasing the decoration of store fronts, 'day in the life' featuring employees, highlighting different personalities and stories behind the brand to build authentic and deeper connection with the audience

# How to bring this to life: Venice

- **Key Details**
  - Majority White (over 65%)
  - Funky, Active, Fun, Artsy-Bohemian, Vibrant
  - Beach vibe with lots of shops and outdoor workout opportunities
- **Location**
  - Largest location, least foot traffic
  - Beautiful and picturesque
  - Tying in aesthetic with delicious flavors
- **Iconic Flavors**
  - Dragon Fruit Lime, Salted-Almond, Green-Mix, Spinach, Protein-Base, etc.



# How to bring this to life: Venice - Influencers



**Catherine Pham**  
[@venuographic](https://www.instagram.com/venuographic) - 33K  
Venice-Specific



**Katy Johnson**  
[@iamkatyjohnson](https://www.instagram.com/iamkatyjohnson) - 104K  
Travel + Food



**Pollin Pauline**  
[@adventureswithpollin](https://www.instagram.com/adventureswithpollin) - 105K  
Travel, Fashion + Food

How to bring this to life:

# Venice - Business Partnerships

wanderlust  
CREAMERY



## Hotel Erwin

For: Discovering Other Local Gems



Jody Maroni's Sausage  
Kingdom

For: Mutual Passion For Taste



## Jay's Rentals

For: Adding Wanderlust's Name On  
The Map

How to bring this to life:  
Venice - Media



Los Angeles Eats  
[@losangeles\\_eats](https://www.instagram.com/losangeles_eats) - 1.3M



Yo! Venice!  
[@yovenice](https://www.instagram.com/yovenice) - 4.4k



Discover LA  
[@discoverla](https://www.instagram.com/discoverla) - 1M

How to bring this to life:

## Costa Mesa

- Key Details
  - Large “Hispanic or Latino” population
  - Foodie destination for classic and modern Mexican cuisine
  - Coastal and urban city with focus on retail and commerce
- Location
  - Strip mall
  - Not walkable from farther destinations
- Iconic Flavors
  - Churro, Dulce de Leche, Flan, Corn Cake, Guava & Cheese, Sopaipilla, etc.



# How to bring this to life: Costa Mesa - Influencers



**Veronica Navarro**

[@the.real.la.mama](https://www.instagram.com/the.real.la.mama) - 55k

Fun with Family + Friends



**Jen Zhang**

[@jenz\\_losangeles](https://www.instagram.com/jenz_losangeles) - 95k

Unique Food Spots



**Robert Bui**

[@foodwithbros](https://www.instagram.com/foodwithbros) - 124k

Comfort + Bold Foods

How to bring this to life:

# Costa Mesa - Business Partnerships



## Mercado González

For: Local Culture



## Blackmarket Bakery

For: Dessert Collabs



## HB Mermaids

For: A Unique New Market

How to bring this to life:

## Costa Mesa - Media



**LOCALE Magazine**  
[@localemagazine](#) - 444k



**Travel Costa Mesa**  
[@travelcostamesa](#) - 14.8k



**Orange Coast Mag**  
[@orangecoastmag](#) - 62k

Following For You



**BEST ICE CREAM** .com

jenz **IN LOS ANGELES**

Wanderlust Creamery isn't just another ice cream shop. Flavors are inspired by cultures

**...See More**

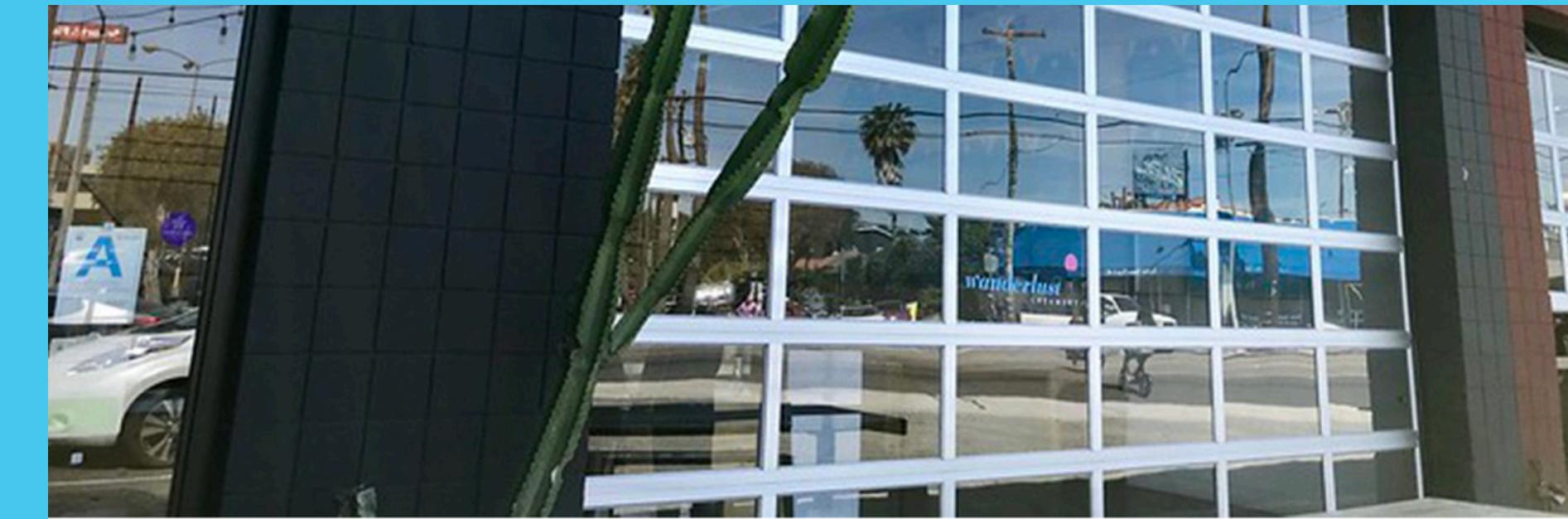
**Sponsored**

originalsound

**Learn more >**

**Home** **Discover** **+** **Inbox** **Me**

A screenshot of a social media post for Wanderlust Creamery. The post features a large scoop of ice cream in a purple cupcake cone. The text overlay reads "BEST ICE CREAM .com" and "jenz IN LOS ANGELES". Below this, a caption says "Wanderlust Creamery isn't just another ice cream shop. Flavors are inspired by cultures". A "See More" button is visible. The post is marked as "Sponsored" and includes a "originalsound" tag. At the bottom are standard social media navigation buttons for Home, Discover, and so on.



## Get the Scoop Around the World with Wanderlust Creamery's New Ice Cream Passport

*The best place in Venice Beach to stop by during the hot LA summers*

By Nick Antonicello

Search for...



CREDIT: MARY CAROL FITZGERALD

### Wanderlust Creamery's Ice Cream 'Flavor Passport' is the Guide to LA's Best Flavors and Small Businesses

SARA FREITAG AND MARY CAROL FITZGERALD



MAY 2, 2024

How This Asian-Owned Small Business is Fusing Culture, History, and Love with Local Shops and Worldly Flavors

Wanderlust Creamery isn't just an ice cream shop; it's an enchanting journey for your taste buds. Nestled in the heart of Costa Mesa, it's a haven for those with a passion for travel and exquisite flavors. Each scoop is like a ticket to a far-off destination, meticulously crafted to capture the essence of places around the globe. From the creamy richness of Sicilian Pistachio to the exotic allure of Thai Tea, every flavor tells a story. What sets Wanderlust Creamery apart is not just its innovative flavors but also its commitment to quality ingredients and artisanal craftsmanship. Step inside.



wanderlust  
CREAMERY

# CAMPAIGN TIMELINE



## Pre-launch

### Research & planning (month 1-2)

- conduct market research and gather insights into Gen Z preferences
- finalize passport design and gamification elements of the campaign
- establish partnerships with local businesses and influencers

### Production & setup (month 3)

- produce physical passports and other promotional materials (physical prizes, potential merch)
- set up digital components of the campaign, including website updates and social media integration



## Launch

### Initial Launch (month 4)

- official launch of the passport gamification through social media and new store opening
- collaborate with influencers to promote the campaign and boost engagement
- begin distribution of passports in-store

### Promotion & engagement (month 4-5)

- release digital content to encourage new participants and continued engagement with the campaign
- host events at various locations (themes specific to that neighborhood) to drive participation



## Post-launch

### Monitoring and Adjustments (month 6)

- monitor social media engagement and sales data
- adjust marketing strategies based on customer feedback and participation

### Evaluation & follow-up (month 7)

- evaluate overall success of the campaign using predetermined KPIs
- announce winners of the campaign and follow-up with appropriate prizes
- collaborate with winners to produce social media content
- plan and launch potential additional phases based on results

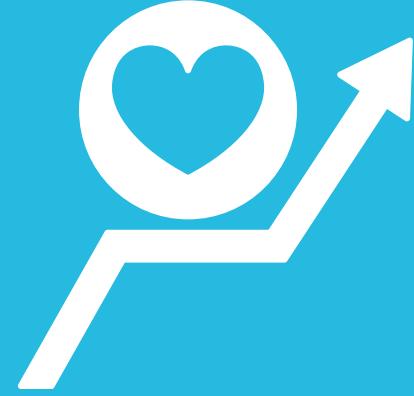


# BUDGET

Production	Passport printing and materials	\$3,000
	Promotional items (stickers, posters, digital design)	\$2,000
Marketing	Social media advertising (ads on Instagram, TikTok)	\$5,000
	Influencer partnerships & fees	\$10,000
Operational Events	Launch event (transportation, guests, setup/deco)	\$5,000
	Mini follow-up events at various store locations	\$3,000
Operational	Website and digital tool enhancements (updates for campaign integration, purchasing data analytics from social media platforms)	\$4,000
	Contingency fund (for any unforeseen expenses)	\$2,000
<u><b>TOTAL</b></u>		<u><b>\$34,000</b></u>

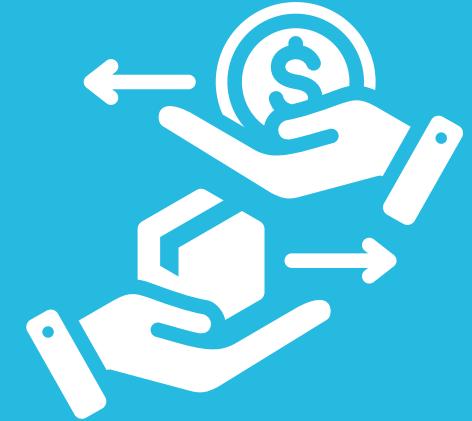


# Key Performance Indicators



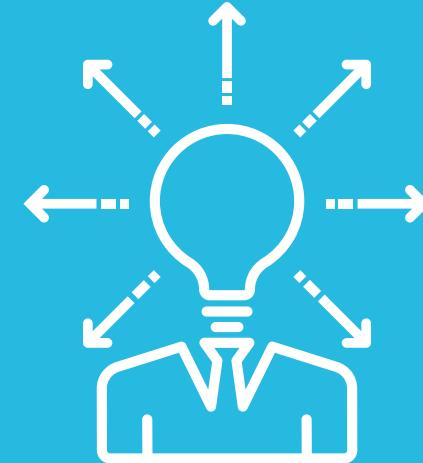
## Engagement

- social media interaction rates
- total number of <Flavor Passport> distributed
- influencer impact



## Sales & Conversion

- <Flavor Passport> pick up rate
- repeated visits per passport challenge



## Brand Awareness

- brand mentioned across media during the campaign
- gather customer feedback on brand perception before and after the campaign



## Partnerships

- local business collaboration success rate
- brand interactions on social media platforms



Increase by 20% over 4 months

Boost foot traffic to stores by 25%

Increase mentions by 30%; 9/10 positive feedback post-campaign

Achieve at least 5 successful collaborations

# QUESTIONS?



# THANK YOU

We look forward to collaborating with you!

# Works Cited

<https://blog.gwi.com/marketing/generation-z-characteristics/>

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>

<https://www.mintel.com/insights/consumer-research/the-future-of-consumer-behaviour-in-the-age-of-gen-z/>

<https://www.mediaculture.com/insights/gen-z-psychographics>

<https://www.beyondxr.com/blog/5-things-every-brand-should-know-about-gen-z-consumers/>

<https://www.brandience.com/insights/embracing-gen-z>

<https://www.forbes.com/sites/forbespr/2024/04/17/wealth-of-koreas-50-richest-on-forbes-list-rises-to-115-billion/?sh=2d986644a14a>

# APPENDIX

## Strengths

- Unique flavor offerings inspired by flavors and cuisines around the world
- Loyal customer base
  - Enthusiastic for new campaigns, events, etc.
- Family-owned and operated/small business
- Diverse and inclusive offerings for health and diet (dairy-free, vegan, etc.)

## Weaknesses

- Limited brand recognition outside of loyal customer base
- A need for PR and social media strategy support (no agency or social media team to support their business and brand needs)
- Small business - limited resources, staff, and financial backing

## Opportunities

- Rewards programs to cement loyal customer base and attract new customers
  - Gamification of rewards programs to entice customers to visit more frequently and spread the word as it is proven that people feel more enticed with gamified experiences
- Expansion of social media presence
  - Stay up to date on current and emerging trends
- Environmentalism and sustainability as people are more willing to support an environmentally friendly company

## Threats

- Growing list of competitors
  - Ben & Jerry's (global chain), Salt & Straw (large chain, main competitor)
- Shift in consumer purchasing behaviors
- Constant shift in consumer consumption habits (ie. diet culture, vegan culture)
- Cost of living in LA

## SWOT Analysis

# Research

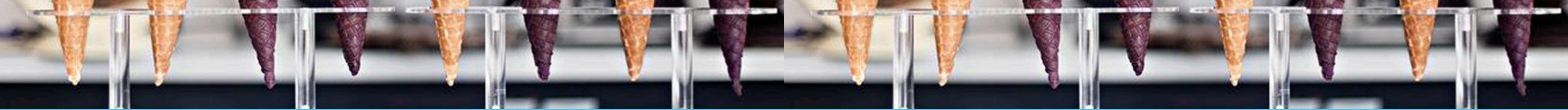
## Primary Research

- Instagram polls featured on Wanderlust story
- Instagram Q&A message drop boxes
- Train employees to conduct in-person surveys in-store
- Collect insights from USC and other college students

## Secondary Research

- Broad market research
- SoCal neighborhood-specific socioeconomic trends
- Spending habits of Gen Z
- Effect of social media campaigns on Gen Z
- Gamification of rewards programs





## Key Insights

- Latch on Gen Z's interest in discovering local hidden gems and having a sense of 'ownership' over their local small businesses
- Execute interactive campaigns where Gen Z can actively engage with the brand both online and in-person, and form a personal connection to the brand
- Introduce a rewards program to keep customers loyal and attract new ones
- Align brand with current and emerging trends to generate authentic earned media
- Align with popular tourist attractions and other local businesses to help increase foot traffic and spread awareness



# Meet Wanderlust Creamery's largest incoming customer group Gen Zers

## Consumption habits and traits

### 1. Consumption as an expression of individual identity

- access > possession
- strong affinity towards brands whose values align with their beliefs
- emotional connection > length of existence

### 2. Consumption anchored on ethics

- expect brands to “take a stand”

### 3. Digital Natives

- exposed to the internet and social networks from early youth
- used to integrating virtual and offline experiences
- 97% use social media as top source of shopping inspiration

### 4. Seeks ownership of discovery

- “hidden gem”
- re-discovery of ideas and places

### 5. Serious gamers

- 86% describe themselves as regular gamers



## Strategies for Wanderlust

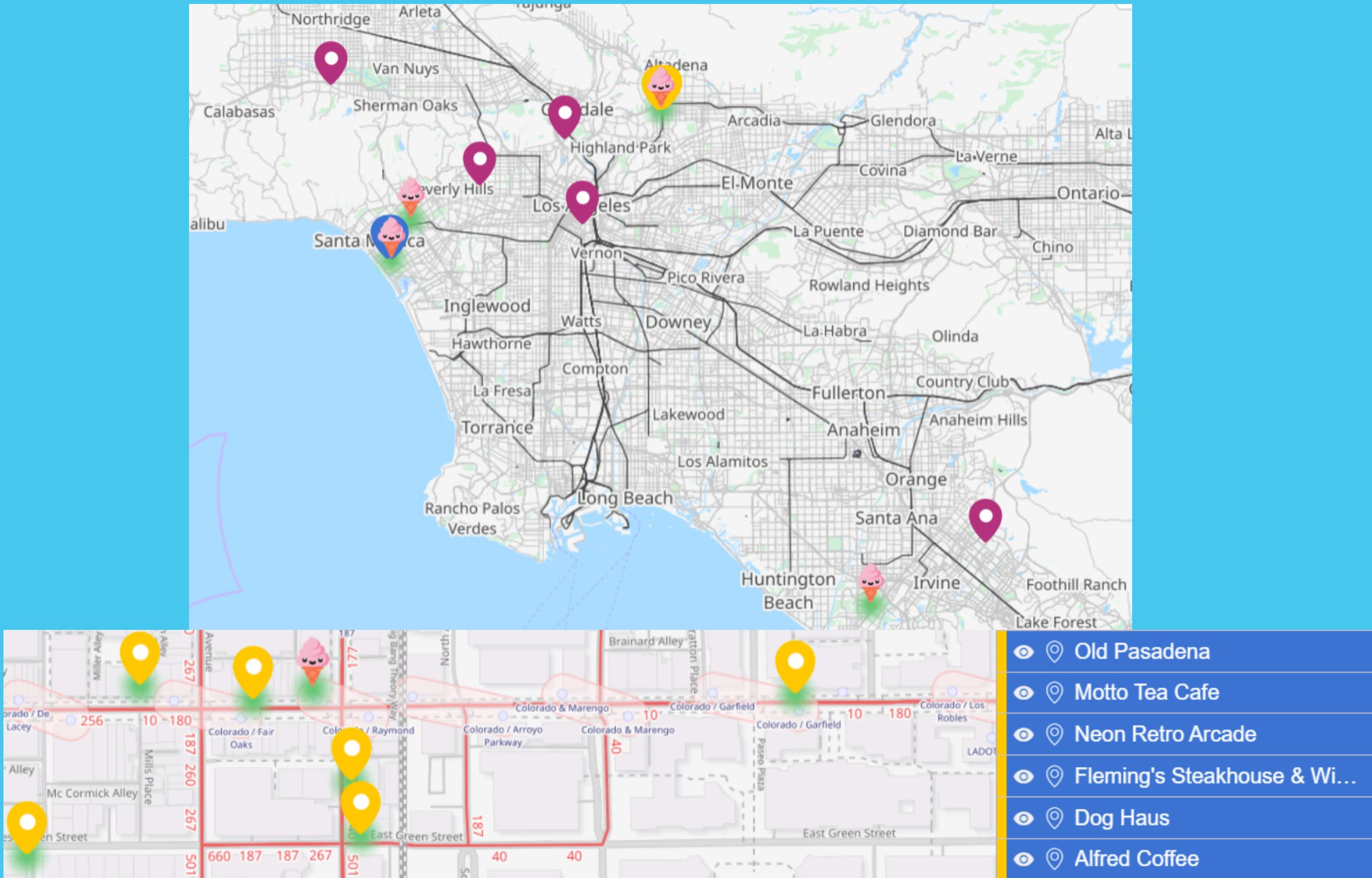
**leaning into authentic storytelling**

**highlight Wanderlust's dedication to supporting local businesses and creating a healthy ecosystem in every neighborhood it operates in**

**leverage power of social media**

**integrate Wanderlust into the trend of ‘re-discover’, with an emphasis on local experiences**

**gamify aspects of the campaign**



How to bring this to life:

## Costa Mesa

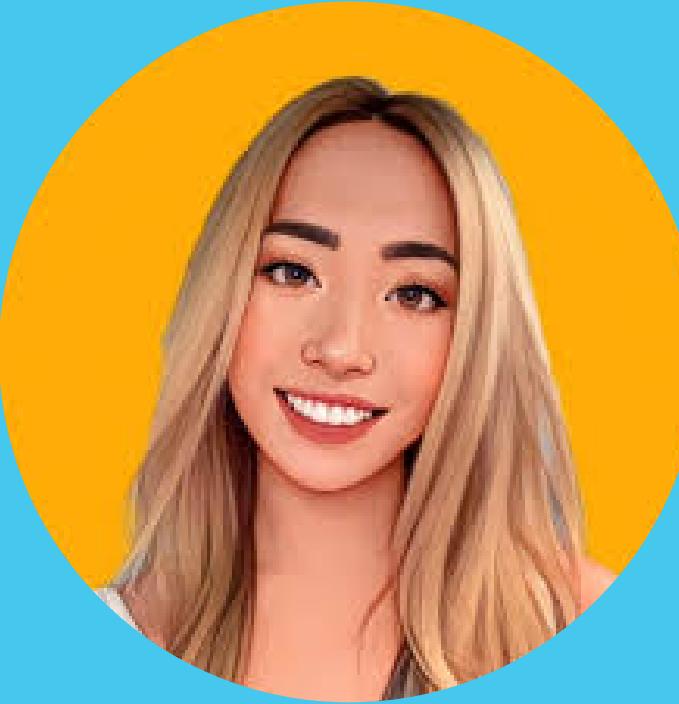
- Small Business Partners:
  - Food: Blackmarket Bakery, The Cheese Shop, Mercado González,
  - Misc: HB Mermaids,
- Larger Partners:
  - Hyatt Huntington Beach, South Coast Plaza
- Micro-influencers:
  - Veronica Navarro (@the.real.la.mama - 55k) - Latina mom, travel & lifestyle
  - Jen Zhang (@jenz\_losangeles - 95k) - food & lifestyle, Gen Z
  - Robert (@foodwithbros - 124k) - food
- Media Outreach:
  - LOCALE Magazine (@localemagazine - 444k) - food, lifestyle, & travel
    - Gennah Nicole (@gennahnicole - 3.7k)
  - Travel Costa Mesa (@travelcostamesa - 14.8k) - food, lifestyle, & travel

# How to bring this to life: Costa Mesa



**Veronica Navarro**  
[@the.real.la.mama](https://www.instagram.com/the.real.la.mama) - 55k

- Latina mom, millennial
- Travel and lifestyle
- Finding fun, exciting, and picturesque things to do with family and friends
- A creator who can help expand your current audience



**Jen Zhang**  
[@jenz\\_losangeles](https://www.instagram.com/jenz_losangeles) - 95k

- Young Asian creator, Gen Z
- Food and lifestyle
- Finding fun and unique food spots in Southern California that are IG-worthy, delicious, and appeal to young viewers
- Expertise in Asian flavors



**Robert**  
[@foodwithbros](https://www.instagram.com/foodwithbros) - 124k

- Social media foodie and Asian content creator
- Focus on comfort flavors and spots with bold, new eats
- Existing niche in dessert spots in Orange County area
- 'Must-Try' and 'New Favs'

## Sample Headlines:

“Wanderlust Creamery’s Flavor Passport is the Guide to LA’s Best Flavors and Businesses”

“Wanderlust Creamery Fuses Culture, History and Love With Their Local Shops and Worldly Flavors”

“Win a Ticket to Anywhere in the World by Completing Wanderlust’s Tasting Passport”

“Get the Scoop Around the World with Wanderlust Creamery’s New Ice Cream Passport”

