

THE INSIDE SCOOP

WANDERLUST



CREAMERY

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



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

Gamification

Valuing
Collaboration

Authentic
Storytelling

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

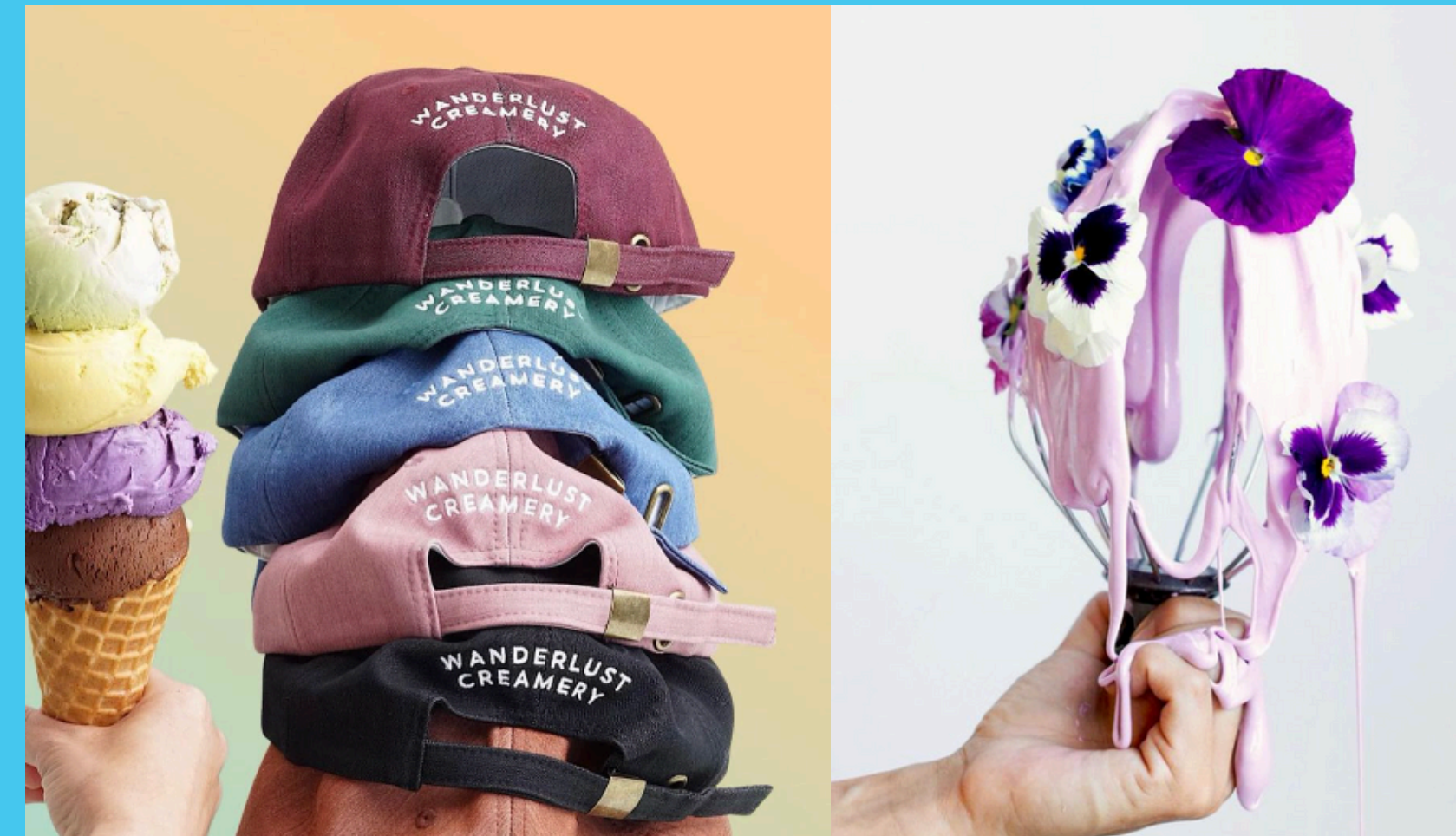
<Flavor Passport>



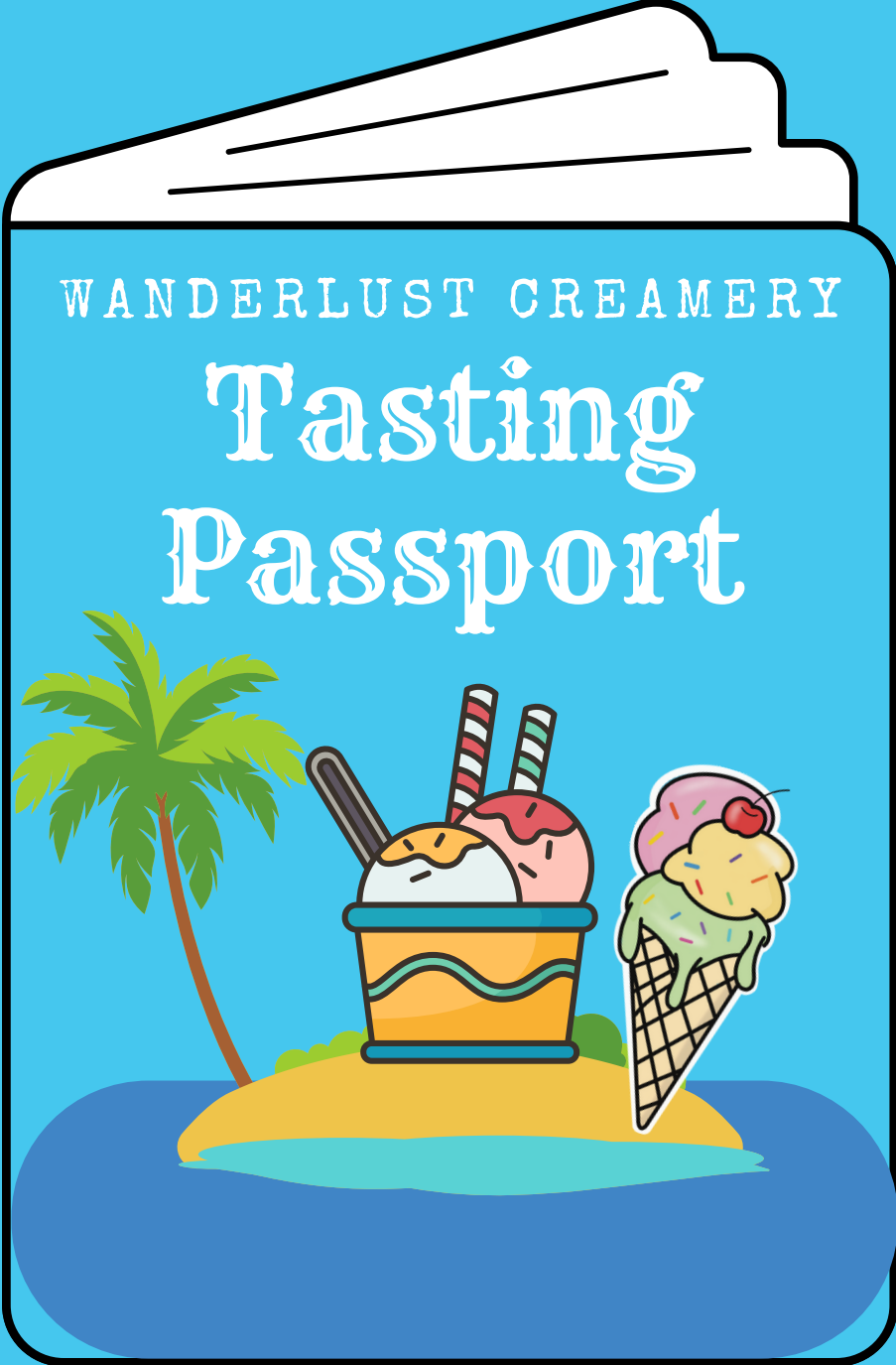
- Develop a gamified loyalty program where customers collect stamps for trying different flavors at different locations
- Offer limited edition flavors and merchandise to encourage participation
- Offer prizes for participants:
 - First 10 people to finish the passport get the chance to create their 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

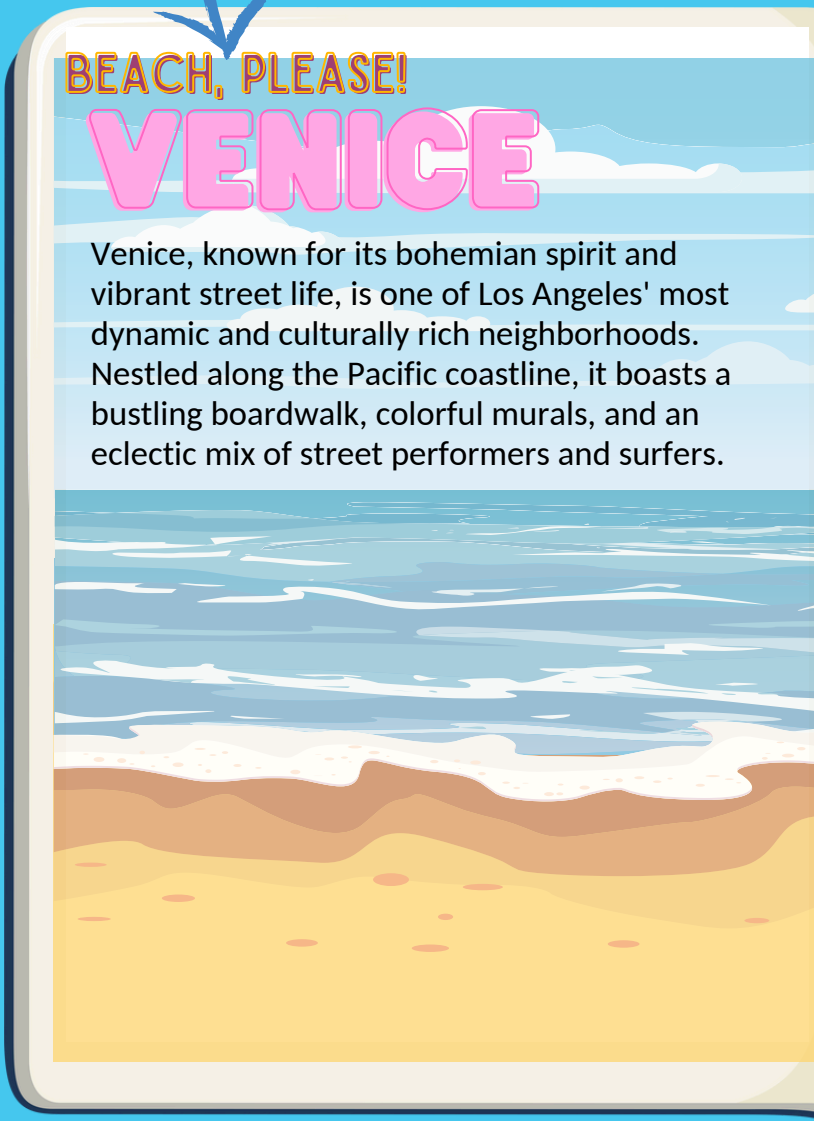
- Organize pop-up, week-long events in collaboration with local festivals or cultural events



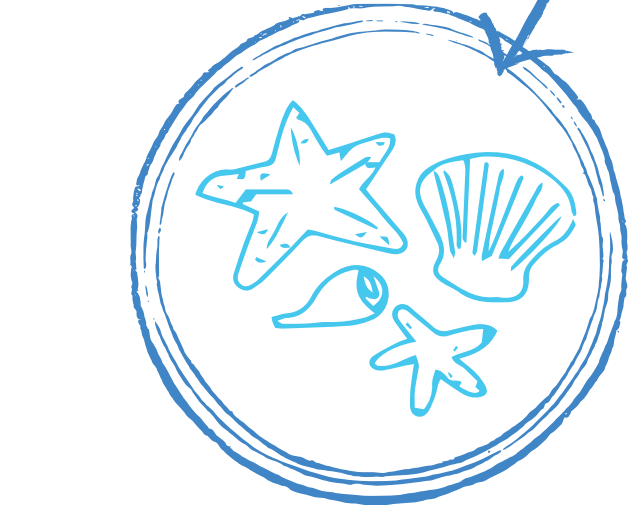
How to bring this to life:
Flavor Passport



Location



Stamp



Dragon Fruit Lime Sorbet

Reflecting the neighborhood's health-conscious and globally-influenced vibe, we have created the **Dragon Fruit Lime Sorbet**. This tropical and refreshing treat, with its striking pink hue and zesty lime flavor, embodies the artistic flair and trendy culinary scene of Venice.

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>

Authentic Storytelling

- Emphasize Wanderlust's narrative to focus on its roots and inspiration drawn from various LA cultures and landmarks
- Utilize social media, company website and in-store displays to communicate these stories compellingly



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

@[venustraphic](#) - 33K
Venice-Specific



Katy Johnson

@[iamkatyjohnson](#) - 104K
Travel + Food



Pollin Pauline

@[adventureswithpollin](#) - 105k
Travel, Fashion + Food

How to bring this to life:

Venice - Business Partnerships



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 - 1.3M



Yo! Venice!
@yovenice - 4.4k



Discover LA
@discoverla - 1M

How to bring this to life:

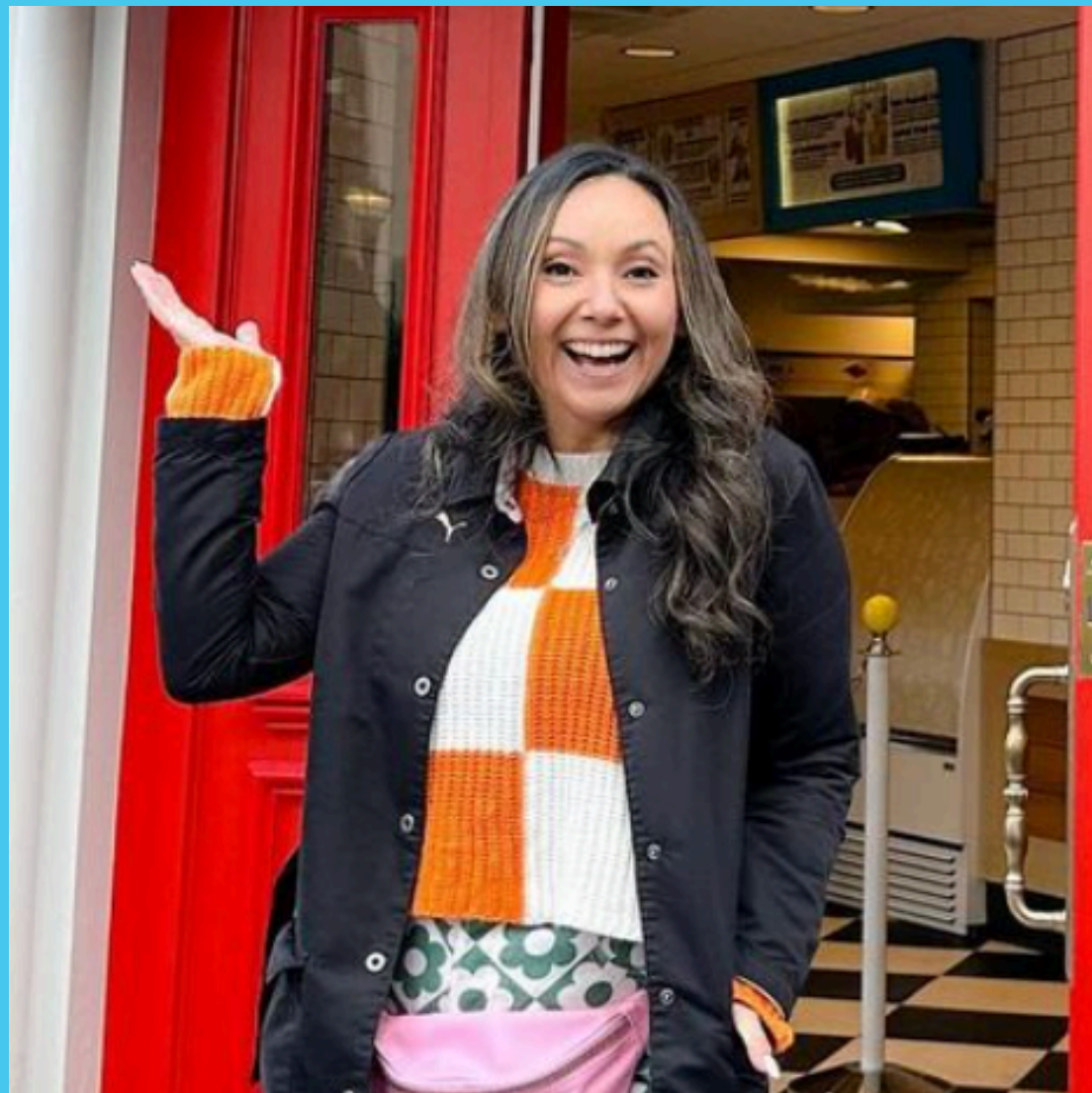
Costa Mesa

- 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](#) - 55k
Fun with Family + Friends



Jen Zhang

@[jenz_losangeles](#) - 95k
Unique Food Spots



Robert Bui

@[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

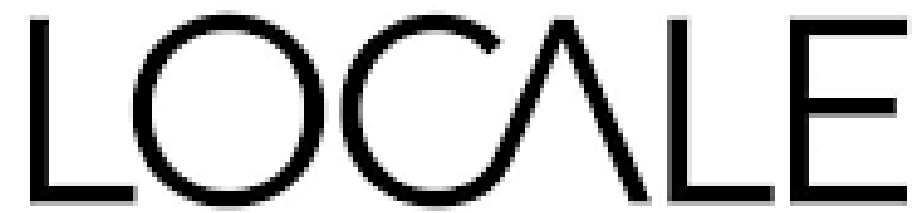


HB Mermaids

For: A Unique New Market

How to bring this to life:

Costa Mesa - Media

The logo for Locale Magazine, featuring the word "LOCALE" in a bold, black, sans-serif font.

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



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



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

FollowingFor You





BEST ICE CREAM

IN LOS ANGELES

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

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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



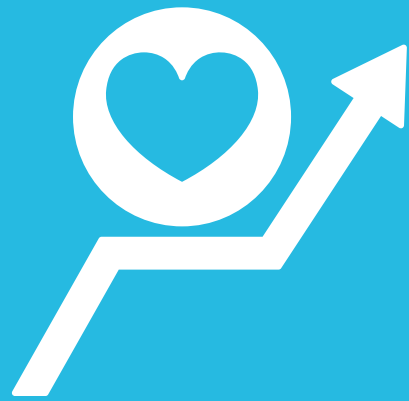


BUDGET

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
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>TOTAL</u>	<u>\$34,000</u>



Key Performance Indicators



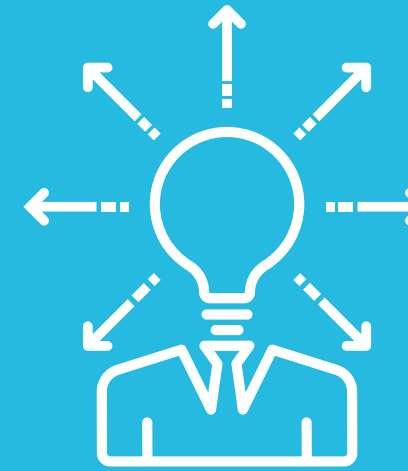
Engagement

- 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

wonderlust

CREAMERY

QUESTIONS?



THANK YOU

We look forward to collaborating with you!

Works Cited

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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

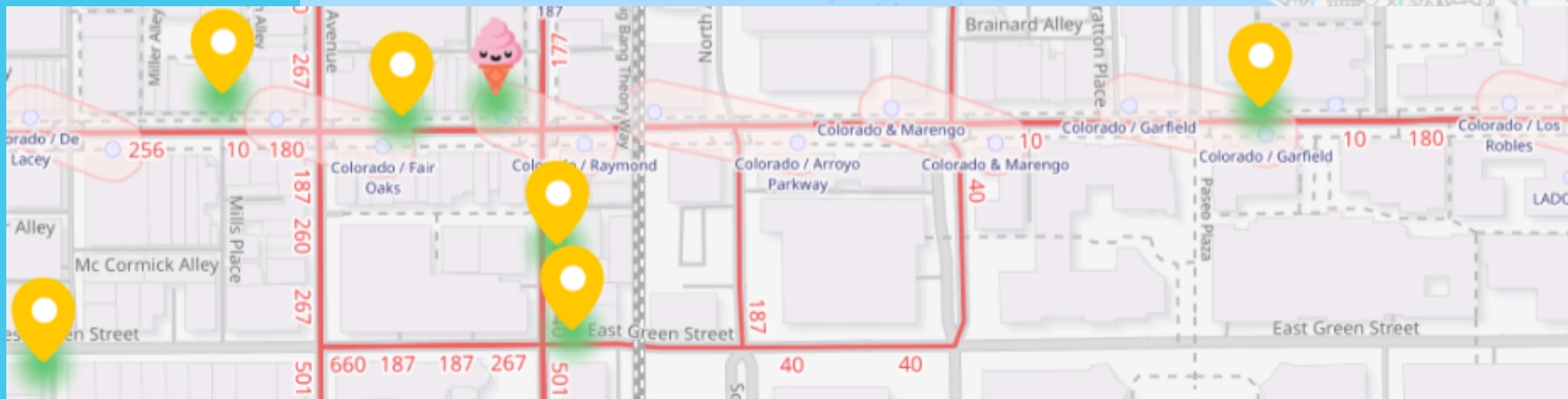
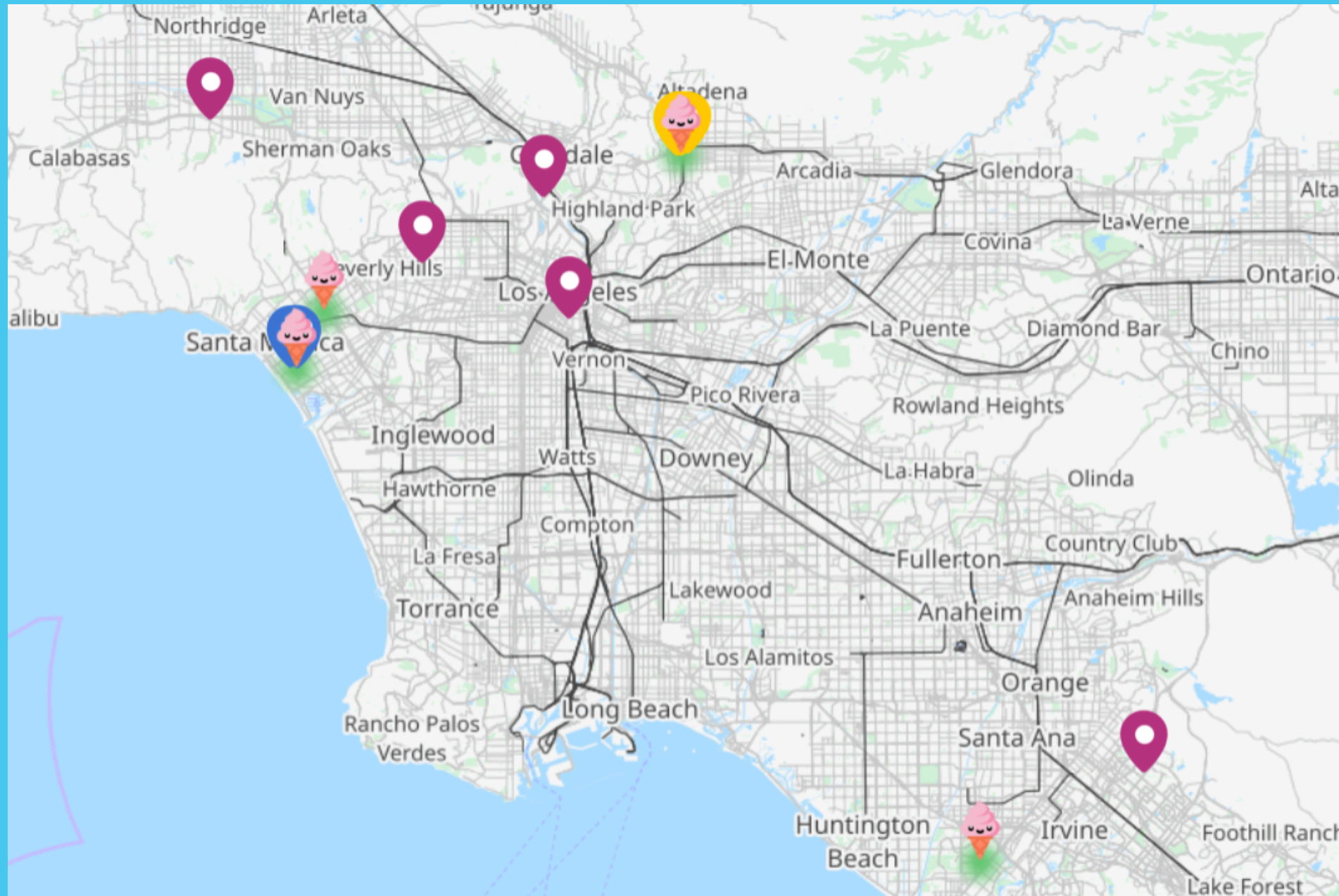
leaning into authentic storytelling

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



- 📍 Old Pasadena
- 📍 Motto Tea Cafe
- 📍 Neon Retro Arcade
- 📍 Fleming's Steakhouse & Wi...
- 📍 Dog Haus
- 📍 Alfred Coffee

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 - 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 - 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 - 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”

