

AITI MEDIA

# MARKETING BRIEF PLAN UDDERS ICE CREAM

Mini Assignment



**Nabila Shakina**

Social Media Account  
Coordinator Position

# MARKETING GOALS

- To reach local customers & nearby residents in Jakarta.
- Growing social medias (TikTok & Instagram) to convert into an increasing sales.
- Become the most kickass ice cream in the whole milky way as for one of the Brand Values.
- Targeting on millenials, young adults, mid to high range income level, those who likes drinking, partying and durians.

# BRAND COMMUNICATION STRATEGY

Using Integrated Marketing Communication

**1**

Instagram & TikTok Ads to increase awareness & creating filters for getting interactive.

**2**

Tropical Fun-Event as it's located at Pantai Indah Kapuk, Jakarta.

**3**

+5000 get 1 extra scoop after 2 scoops of any flavors on special events.

# GROWTH STRATEGY

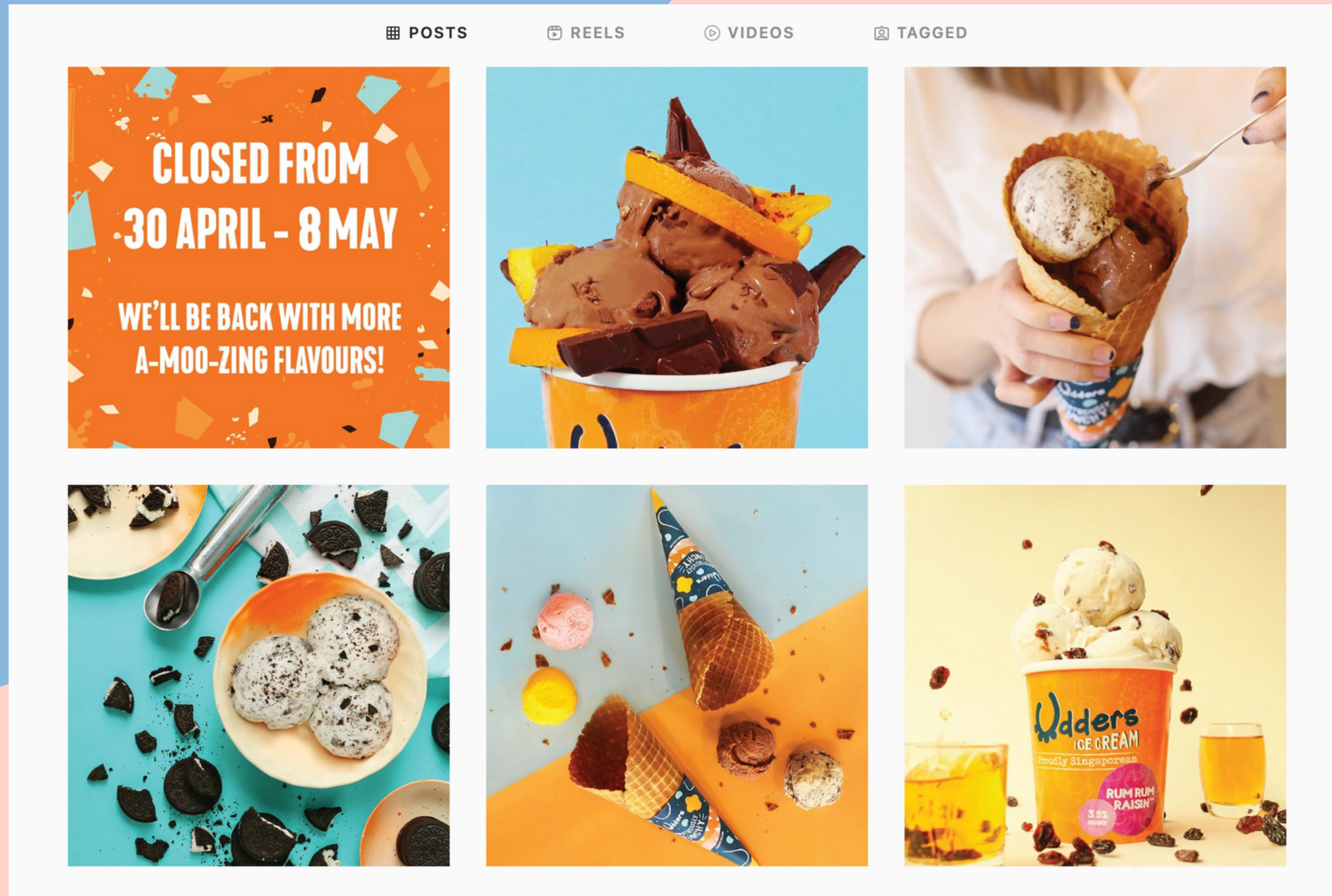
## Instagram

- Instagram Ads
- Instagram Reels
- Filters on Posts

## TikTok

- TikTok Ads
- Create Jingle/Sound
- TikTok Effects on Posts

# CONTENT STRATEGY



To be the kick-ass ice cream in the whole milky way – David's story selling ice cream already has its way! That collaboration, exploration and characteristic contents with courageous and confidence brings out the ideas of it all.

# IMPLEMENTATION OF THE CONTENT STRATEGY

We're going to apply a bolder content and stronger characteristic for Udders Ice Cream Indonesia just like its main account in Singapore. Also, let's not forget about being active and interactive – especially in seasonal occasion because we want to gain more engagement.



# PROMOTION!

Buy two scoops of any flavors and you can get the +5000 IDR for 1 extra scoop (Occasional Event Promotion).



# COLLABORATION



Getting partnered with proudly local brand OrangTua to reach new local customers and increasing the brand awareness.





**THANK**  
**YOU!**