
PROJECT TITLE
THE ICE CREAM UNION

CATEGORY
CORPORATE BRAND IDENTITY

SUB CATEGORY
DESIGN & IMPLEMENTATION
COSTS UNDER £100,000

CLIENT COMPANY
THE ICE CREAM UNION

DESIGN CONSULTANCY
INTERSTATE ASSOCIATES LTD

CURRENT DATE
18.06.10

“Hi Ice Cream Union Geniuses!

This evening we had an impromptu dinner at The Antelope near Tooting Broadway. Very nice meal but the highlight of the dinner, in fact probably the whole day was a portion of your extraordinary chocolate mint ice cream. My daughter is a huge choc/mint ice cream fan but I am always underwhelmed when I try it. Not tonight. Many thanks for making it a memorable evening.”

Bernard Auton,

Customer and new 'member' of **The Ice Cream Union**



EXECUTIVE SUMMARY
112 WORDS

We believe the re-branding of Sulqui Ice Cream to The Ice Cream Union is a worthy example of how a defined brand strategy and considered implementation process can deliver improved commercial results, and aid in producing an outlined direction to the client on the sheer potential of their exciting new brand.

Commercial Impact

- 720% increase in comparative year-on-year sales.
- 715% increase in production output:
How much ice cream/tubs have been produced year-on-year.
- 330% increase in wholesale customers year-on-year.
- 300% increase in product development.

Internal Impact

- 200% increase in tangible costs - capital expenditure: new machinery.
- 395% increase in premise size/square footage.
- 200% increase in employees.

PROJECT OVERVIEW
493 WORDS

Project Description

Sulqui Ice Cream was an artisan ice cream company founded by two Argentinean brothers in 2008. By early 2009 Sulqui had gained a reputation for producing remarkable tasting ice cream flavours and sorbets and were ready to elevate their young business to a more professional level.

The brothers approached Interstate with the product and a 'what shall we do with this?' scenario, so we proposed the task of creating a new name and brand that could not only represent and endorse their expanding reputation, but could go on to become a recognised leader in the delicatessen ice cream market sector.

The Brief

To completely rebrand and reposition Sulqui Ice Cream. To create a recognisable brand identity that would stand out in an increasingly competitive market sector.

Key Objectives

- To differentiate from comparable peers in the niche ice cream sector.
- To grow sales through 'expert' channels such as restaurant vendors and gastro pubs.
- To create a brand identity and achieve experience association that can be placed in context with identified competitors.
- To carry out a proof of concept for the wholesale business.
- To expand the brand to become the leading ice cream supplier in London for medium and top level establishments.

Key Issues

- A busy market sector whose main competitors have well established reputations.
- Comparatively small to non-existent marketing budget.

PROJECT OVERVIEW
CONTINUED

Market Overview

The British Ice Cream market is mature for its size, worth an estimated £1.3 billion in 2009. It is key for businesses to build their strategy on customer loyalty rather than relying heavily on discounting strategies. Emotional and spiritual branding policies were important factors to address.

Trends:

- Growing sales of luxury and premium ice creams. Developing luxury concepts that combine the use of traditional and natural flavours and ingredients.

Key Considerations:

- Correlation between ice cream sales and the weather.

Challenge:

- To de-seasonalise and transform the ice cream market to a day-to-day product.

Consumers:

- Consumer behaviour is increasingly motivated by health and ethical concerns, and they are increasingly willing to spend more for luxury experiences.

Direct Competitor Logo's



Launch Date

Launch Date:

July 2009 South Bank Food Fair.

PROJECT OVERVIEW
CONTINUED

Design Solution

The brand name was born from our desire to communicate how great their product is, to shout from the rooftops the belief they have in themselves to produce fantastic tasting ice cream, and to become 'the authority' for the UK ice cream sector.

The concept was a brave one. Interstate created a flexible typographic style that could be formed into a number of different narratives, conveying key statements relating directly to the product, the makers, ingredients used etc. The narrative is always embedded with a boilerplate tagline of 'We are The Ice Cream Union', thus acting as a modular logotype device on all applications.

Key words such as dedication, pride, honesty, passion and expertise were employed throughout the copy, creating an open and mature tone-of-voice.

The Ice Cream Union
Logotype variants

We are **The Ice
Cream Union.**

We believe that ice cream should be made in small batches with pride, passion and integrity churned into every glorious mouthful. Believe in **The Ice Cream Union.**

We stand by our ideal of never adding anything that isn't needed - we create real flavour with real ingredients. We are the **The Ice Cream Union.**

SUMMARY OF RESULTS

Increase in comparative year-on-year sales

The return on investment through rebranding has resulted in an increase of 720% like-for-like sales.

**720% increase
in year on year sales**

Increase in production output

The wholesale production output has increased due to restaurants and gastro pubs placing more frequent and higher volume orders than previously. This shows that the brands ice cream is becoming more in demand by consumers.

**715% increase
in production output
(measured in litres per month)**

Wholesale Customers

The total number of outlets where ICU products are sold break down into approximately 65% pubs, 30% restaurants and 5% delis.

Increase in wholesale customers year-on-year

Feedback from the client suggests that the newly obtained wholesale customers are the result of an increased confidence and belief in their brand, helping them to 'sell' themselves with less reservation than before.

**330% increase
in wholesale customers
year on year**

SUMMARY OF RESULTS
CONTINUED

Increase in product development

The Battersea Butcher and Grill would only stock the new Ice Cream Union tubs as opposed to the Rockhopper ones (the name of their previous retail tubs), as they preferred the new concept and identity's personality.

**300% increase
in product development**
(measured in product categories)

Increase in capital expenditure

Due to a recent contract being awarded to The Ice Cream Union, (see 'other influences', p.9) new machinery has been invested in to accommodate this.

**200% increase
in capital expenditure**

Increase in premise size/ square footage

An increase in wholesale production due to higher demand has meant that a larger premise was required in order to accommodate more machinery. Luckily space was available in the warehousing next door thus negating the need to update the pre-existing stationery and collateral contact details.

**395% increase
in premise size/sq m**

SUMMARY OF RESULTS
CONTINUED

Increase in employees

The past year's success has resulted in the need for extra pairs of hands, both in the production and churning department, and also the office and for deliveries London-wide.

**200% increase
in employees**

RESEARCH & INFLUENCES

Resources

- The Ice Cream Union sales data.
- The Ice Cream Union internal data.
- The Ice Cream Union customer feedback.

Online resources:

Own label follow ice cream trend upmarket.
Cathy Boyle, 2010.
www.foodingredientsfirst.com

Ice Cream - UK - September 2009.
Intel-Oxygen, 2009.
oxygen.intel.com

UK consumption lags behind other countries.
RTS market analysis, 2007.
www.rts-resource.com

Books:

Ben & Jerry's Double-Dip:
How to run a values-led business and make money, too.
Ben Cohen, (Ben R.)
Simon & Schuster, 1997.

The Food Industry Wars: Marketing Triumphs and Blunders.
Ronald D. Michman.
Quorum, 1998.

Design Management:
Using design to build brand value and corporate innovation.
Borja de Mozota, B.
Allworth Press, 2003.

Other Influences

Recession

- Research for this type of business is forecast and may not have been undertaken since 2008, prior to the depth of the recession becoming common knowledge, thus The Ice Cream Union took a huge risk in starting this new venture. They have not only managed to sustain their business, but have also managed to increase output, sales and expanded too.

New contract

- To produce ice cream for a main competitor for supply to the UK Gaucho chain of restaurants. The competitor does not have UK distribution facilities and cannot export to the UK from their premises in Europe due to the high risk of the ice cream melting and the subsequent cost of preventative assurance.

APPENDIX
IDENTITY BEFORE & AFTER



We are **The Ice Cream Union.**

**APPENDIX
BUSINESS CARDS**

We stand by our ideal of never adding anything that isn't needed - we create real flavour with real ingredients. We are the **The Ice Cream Union.**

COMMITTED TO SHARING ARTISAN
ICE CREAM WITH THE WORLD

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www.icecreamunion.com

Our recipes, handed down and refined over generations, would be wasted on anything less than the best raw materials. Believe in **The Ice Cream Union.**

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COMMITTED TO SHARING ARTISAN
ICE CREAM WITH THE WORLD

**APPENDIX
LETTERHEAD**

We believe that artisan ice cream is the only ice cream worth eating. Only by sourcing the best ingredients ourselves from the actual tree, bush, plant or cow will we achieve our goal to bring true artisan ice cream to the world. We are **The Ice Cream Union.**

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COMMITTED TO SAVING ARTISAN
ICE CREAM FROM THE WORLD.

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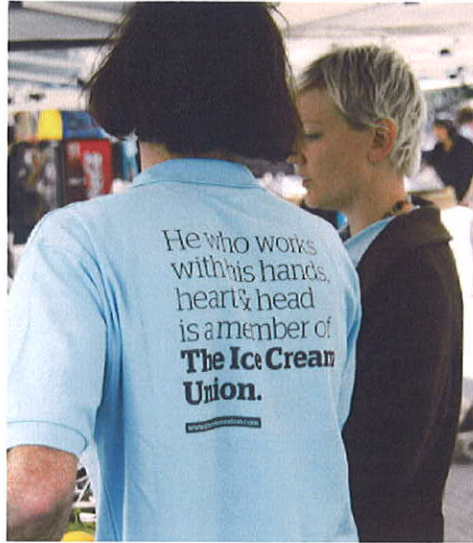
APPENDIX
ICE CREAM LOLLIES



APPENDIX
ICE CREAM TUBS



APPENDIX
2009 SOUTH BANK
FOOD FAIR LAUNCH



APPENDIX
CUSTOMER STATEMENTS

“I was eating in the Engineer, a gastropub in Primrose Hill, London and tasted some of your bitter chocolate ice-cream which is quite simply the most delicious ice cream I have ever tasted. Congratulations on producing a fabulous product.”

Emma Baudey

Customer and new 'member' of **The Ice Cream Union**

