

HALO TOP

ARTS 224 – 002

**CASE STUDY BY
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PAARKER**

Section 1

Background of assigned company

Halo Top is an ice cream brand that has less sugar, lower calories, and higher protein. They offer 280–380 calorie pints and ice cream pops that are available in dairy and non dairy options. With their product of a lighter and healthy ice cream, Halo Top has quickly risen to the top of the ice cream industry.

Mission of assigned company

The mission and goal of Halo Top is to promote a healthy lifestyle that still enables consumers to have fun and eat ice cream. Creating an entirely new genre of sweet treats, Halo top strives to bridge good food with healthy living.

Local Target Demographics/Audience

The target audience for the US and internationally is women ages 18–34. Due to a high influx of marketing from fitness influencers, social media influencers, celebrities, and people with food restrictions, Halo Top appeals to mainly trendy, aware, and social media active young adults. Besides just reaching the younger crowd, they also appeal heavily to middle-aged adults who are looking to lose weight, struggle with food restrictions, or want to enjoy things at a healthier level. Whether trying to live a healthier lifestyle, model their favorite influencer, or just eat healthier ice cream, the target age of 18–34 is the perfect audience for Halo Top.

Competitors

There are many other “healthy” ice cream options that are competing with Halo Top. Ben & Jerry’s has a healthy ice cream lineup that has some dairy free options as well to compete in this new genre of the ice cream industry. One of the original ice cream brands Breyers has something called Breyer’s Delight, which is a light sweet dairy treat. Other smaller brands that are trying to replicate Halo Top’s industry presence include, Yasso, So Delicious, Enlightened, Chilly Cow, and Scandal-less.

Unique Selling Points

Firstly, Halo Top has a variety of flavors and ingredients, appealing to consumers who want something healthier as well as consumers who have dietary restrictions. Halo Top is extremely low on calories and sugar, but high on protein and keeping an ice cream taste and consistency. They have a pretty large online and social media presence, marketing mainly through influencers. Along with this, they have a very trendy logo and brand that is recognizable among many.

Strengths/Weaknesses

Same as most of the unique selling points, the wide variety of flavors and healthy numbers is a big strength of Halo Top. Branding is great, portraying a fun and fit lifestyle that is included in their product. With being marketed as a healthy dairy treat, Halo Top can be left out in certain aspects as being seen as just a boring healthy ice cream alternative. There always is speculation about certain ingredients when it comes to healthier products, because of their drastic differences in nutritional values.

Section 2

The purpose of conceptual ads are to appeal to the emotions, desires, and fears of the audience. In a conceptual ad the product placement is secondary if even shown. The priority is not to show the product but invoke feel-

EXAMPLES:

**Share Val-
ues:**



Inform:

Section 2



Entertain:

Raise Awareness:



Analysis 1:



It is a conceptual ad that evokes the emotion of fun and friendship when consuming Halo Top

The Target audience for this ad is definitely young adults with the target demographic as 18–34 year olds. Beach goers and people who enjoy being active and outdoors.

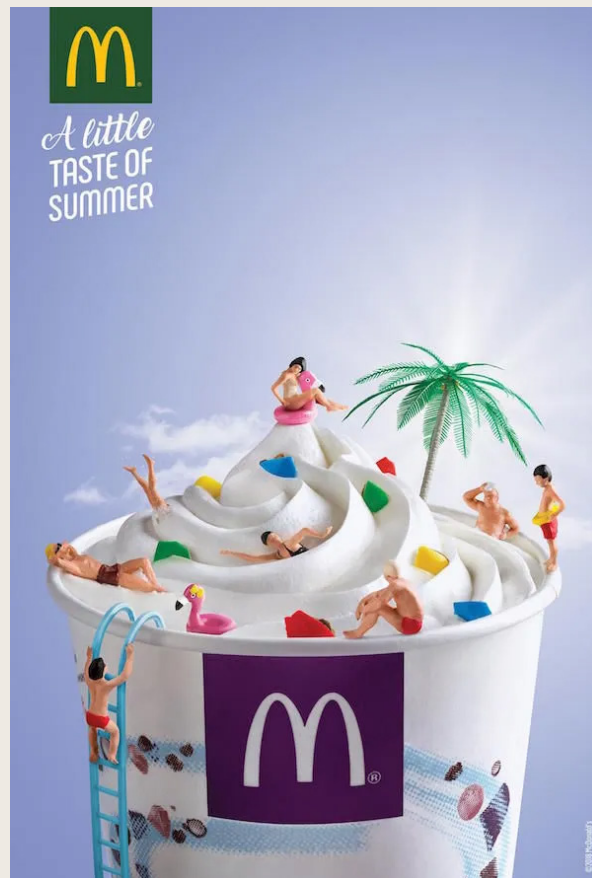
The Strategy for this ad was to show that you can still live a healthy and active lifestyle, while still consuming this sweet treat. With the text over the image, Halo Top wants to emphasize how healthy their product is, showing that enjoying Halo Top is not a bad nutritional idea.

They recorded all their own footage and added graphics over the shots for the text and branding.

They definitely reach their target demographic with this unique ad. The branding and graphics that go along with the image, add to their emphasis on how healthy their product is.

I think the ad was done well with the footage and images portraying their target audience. The ad as a whole was very unique and something that intrigued me showing their product but not having it as the focal point. The branding and text go along well with the ad.

Analysis 2:



the type of conceptual ad is fun and Informate

The target audience for this ad is definitely young adults with the target demographic as 18–34 year olds.

The appeal to the younger generation and the buzz of summer

The ad tactics are to make the top of ice cream into a cool pool of summer

I believe it is a successful ad to promote ice cream to a season

I believe it was a strategic advertisement on behalf of mcdonalds to promote their ice cream in the warmest season

Project Brief:

Company Overview:

Halo Top is an ice cream brand that has less sugar, lower calories, and higher protein. They offer 280–380 calorie pints and ice cream pops that are available in dairy and non dairy options.

Competitor Information:

There are many other “healthy” ice cream options that are competing with Halo Top. Ben & Jerry’s has a healthy ice cream lineup that has some dairy free options as well to compete in this new genre of the ice cream industry.

Goals of the Project:

Inspire customers to purchase more ice cream

Target Audience:

The Target Audience is 18–27-year-old Americans health and experience-minded.

Timeline / Schedule:

Project Presentation will be next week

Project Budget:

Budget is \$5,000

Proposal:

Purpose of the ad series:

The purpose of this advertisement is to appeal to our audience associating our brand with goodness and health. We hope that this series of advertisements will inspire our audience to purchase more ice cream.

Concepts brainstormed:

One of the concepts we brainstormed was the idea of good and evil. But more specificity in the idea of highlighting the good associated with our product. We also wanted to add a sports or leisure aspect to appeal to our target demographic.

Tone, message, and style:

Tone: The tone of this promotion would convey goodness, morality, and health. We would use visuals to convey those ideas.

Message: The message of the promotion would be that Halo Top is a healthy ice cream that is morally good.

Style: the style of the promotion would be colors associated with goodness and morality. It would shine and convey health.

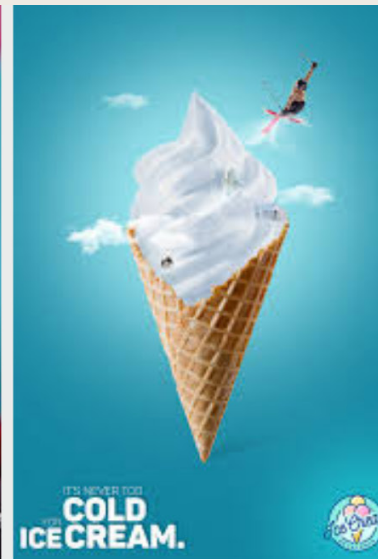
Company Ads:



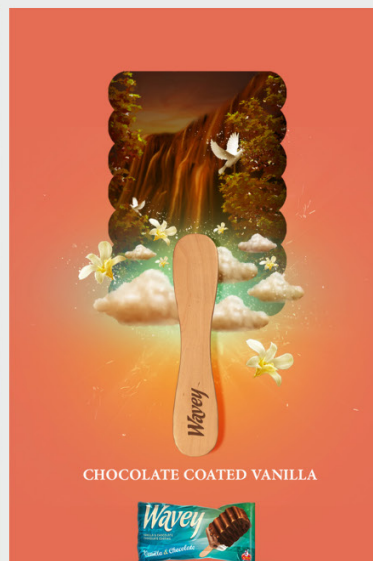
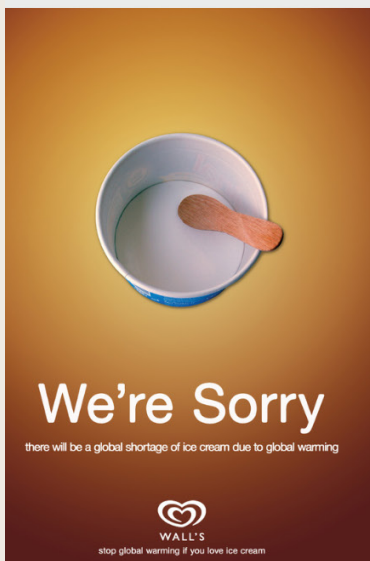
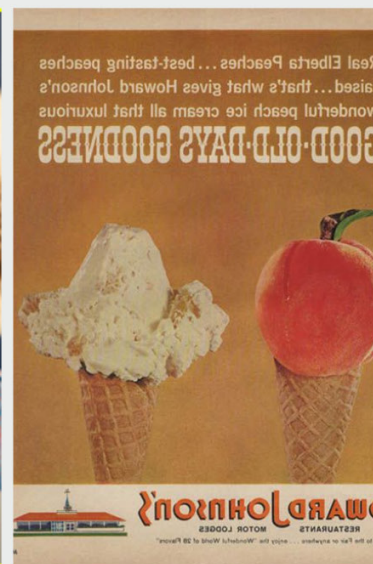
Competator Ads:



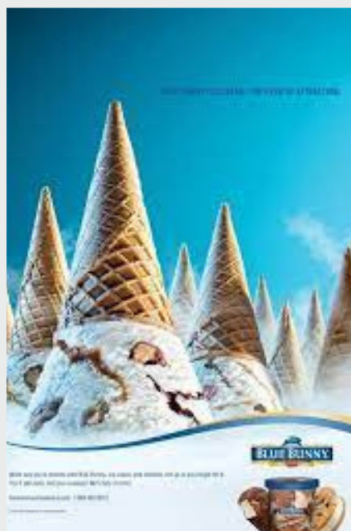
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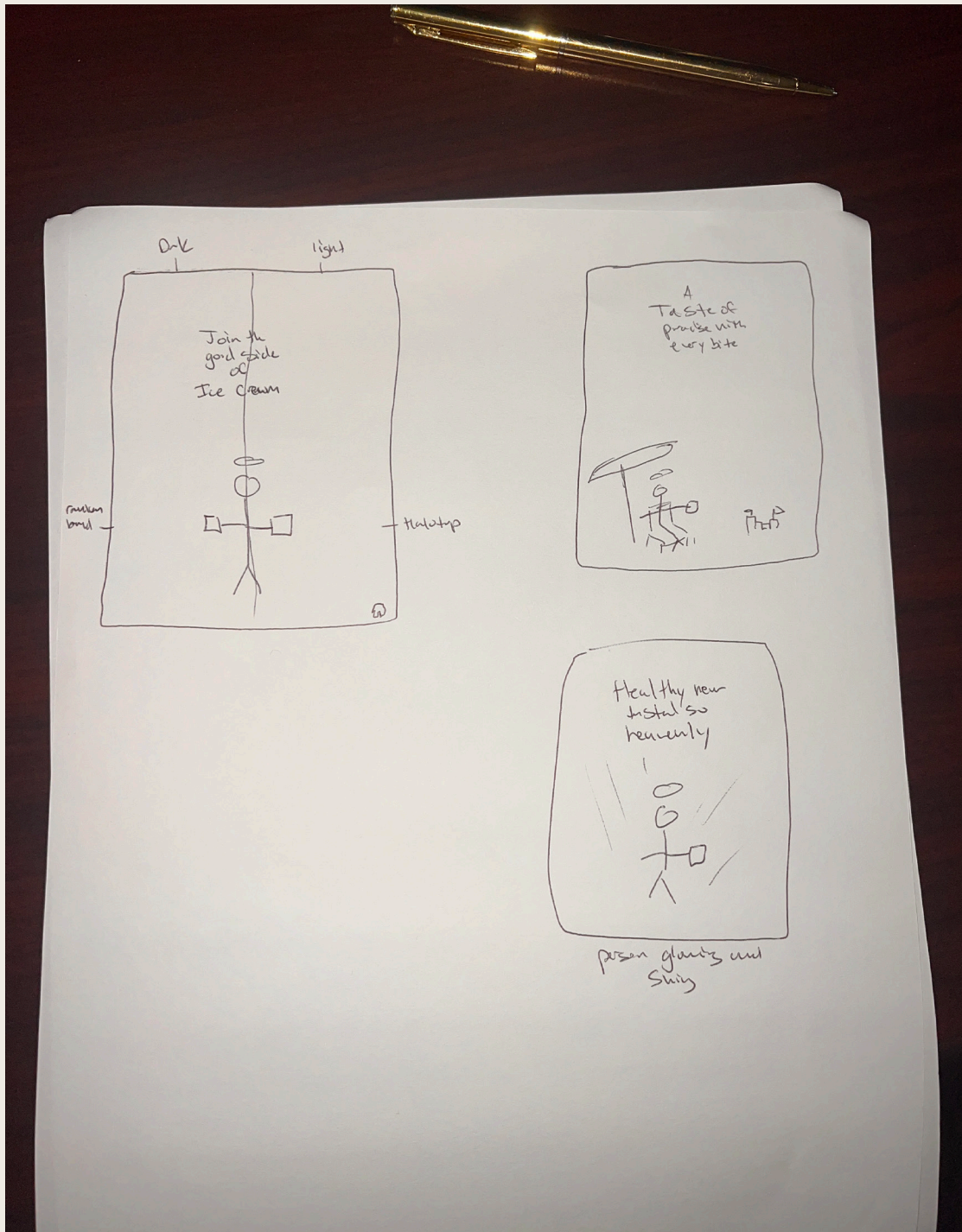
MoodBoard:



MoodBoard:



Sketches:



We developed our ideas into three sketches that would inspire our final project.

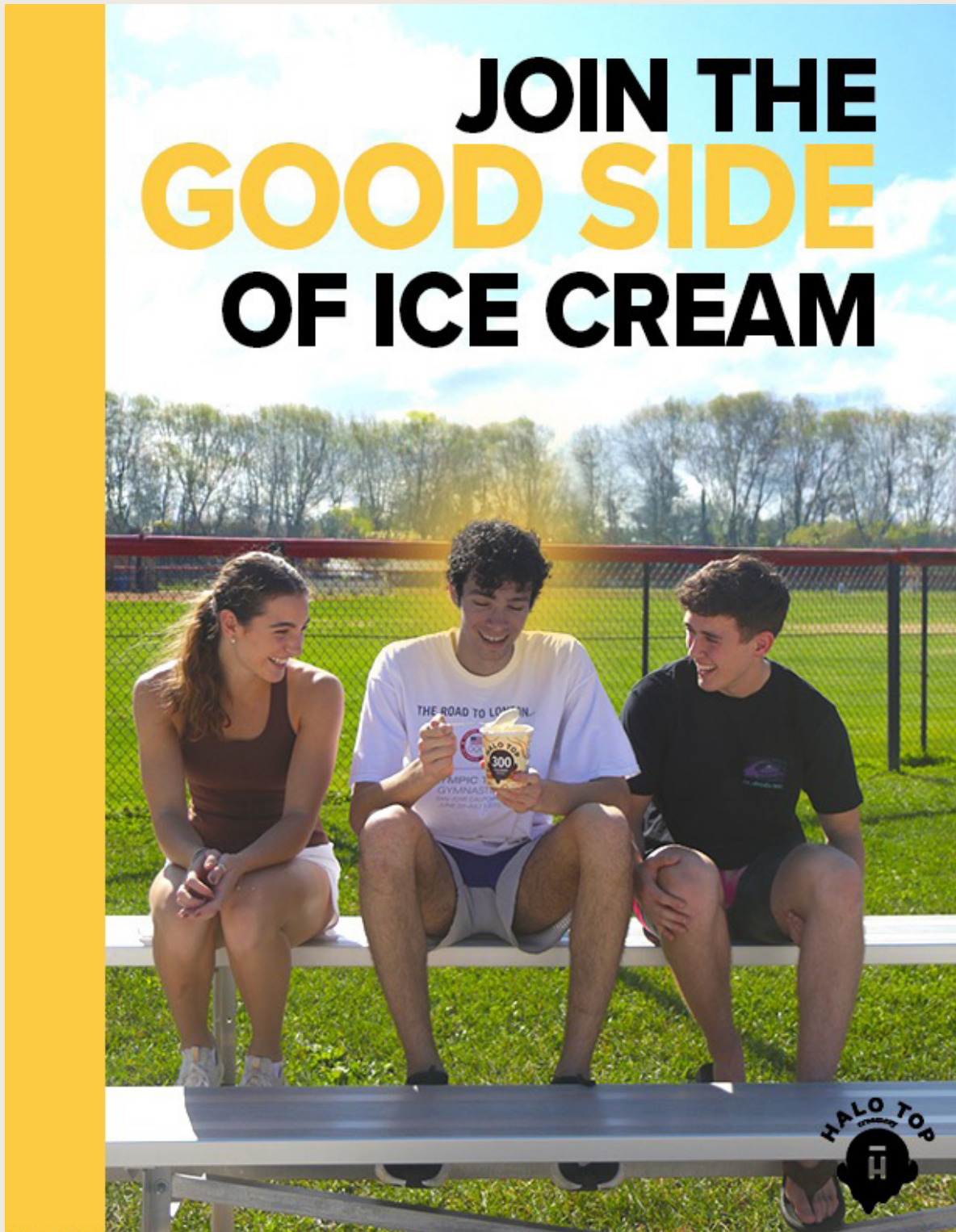
Final Drafts:



Final Drafts:



Final Drafts:



Mockup:



Works Cited

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