



205 ICE

Case Study

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Background

205 ICE is a small, local, family-owned mobile shaved ice business in Birmingham, Alabama.

On a hot summer day in 2013, the kids of the owner, Tony Reid, desperately wanted shaved ice they previously had at a local fair.

Unfortunately, the fair was no longer in town, so they decided to make their own. The excitement from his kids gave Reid the bright

idea to begin his own shaved ice business, originally named "Snow Days." In 2020, Reid decided to rebrand to "205 ICE" for a fresher look and to honor his first son by putting his face on the truck.

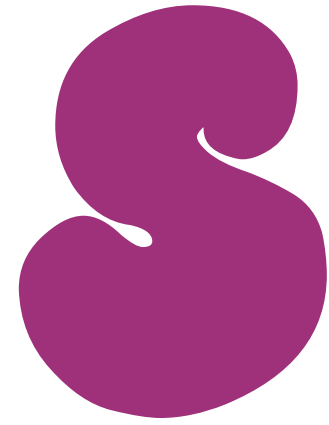
The company operates from a food truck and offers naturally flavored shaved ice for fundraisers, parties, community events, and more.



Mission & Values

205 ICE's mission is to spread joy and refreshment, one flavor at a time. With a commitment to family values and customer satisfaction, they aim to create memorable experiences and foster connections through their delicious treats.





Strengths



- Personalized Customer Service
- Local Knowledge and Community Ties
- Unique and Local Flavors
- Flexibility and Mobility
- Eco-Friendly Practices



Weaknesses

- Limited Resources
- Dependence on Weather
- Limited Menu
- Operational Capacity



Opportunities

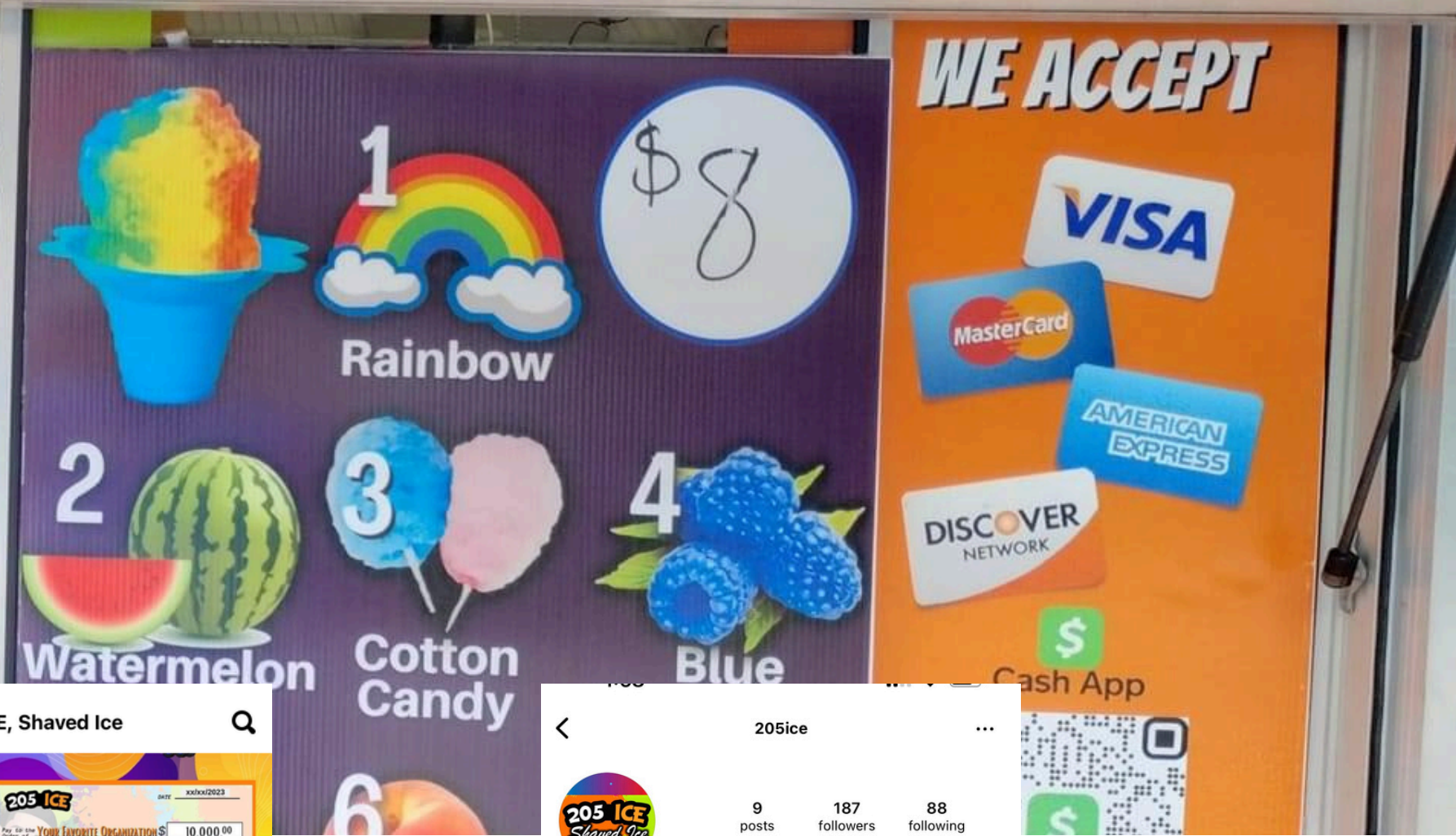
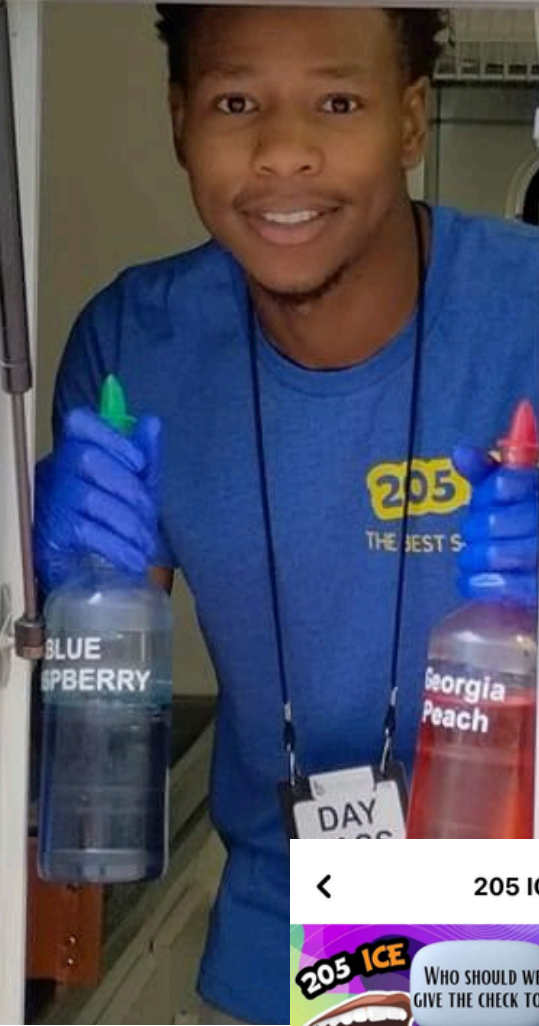
- Community Events and Partnerships
- Health Trends
- Seasonal and Themed Offerings
- Online Presence
- Catering and Private Events



Threats

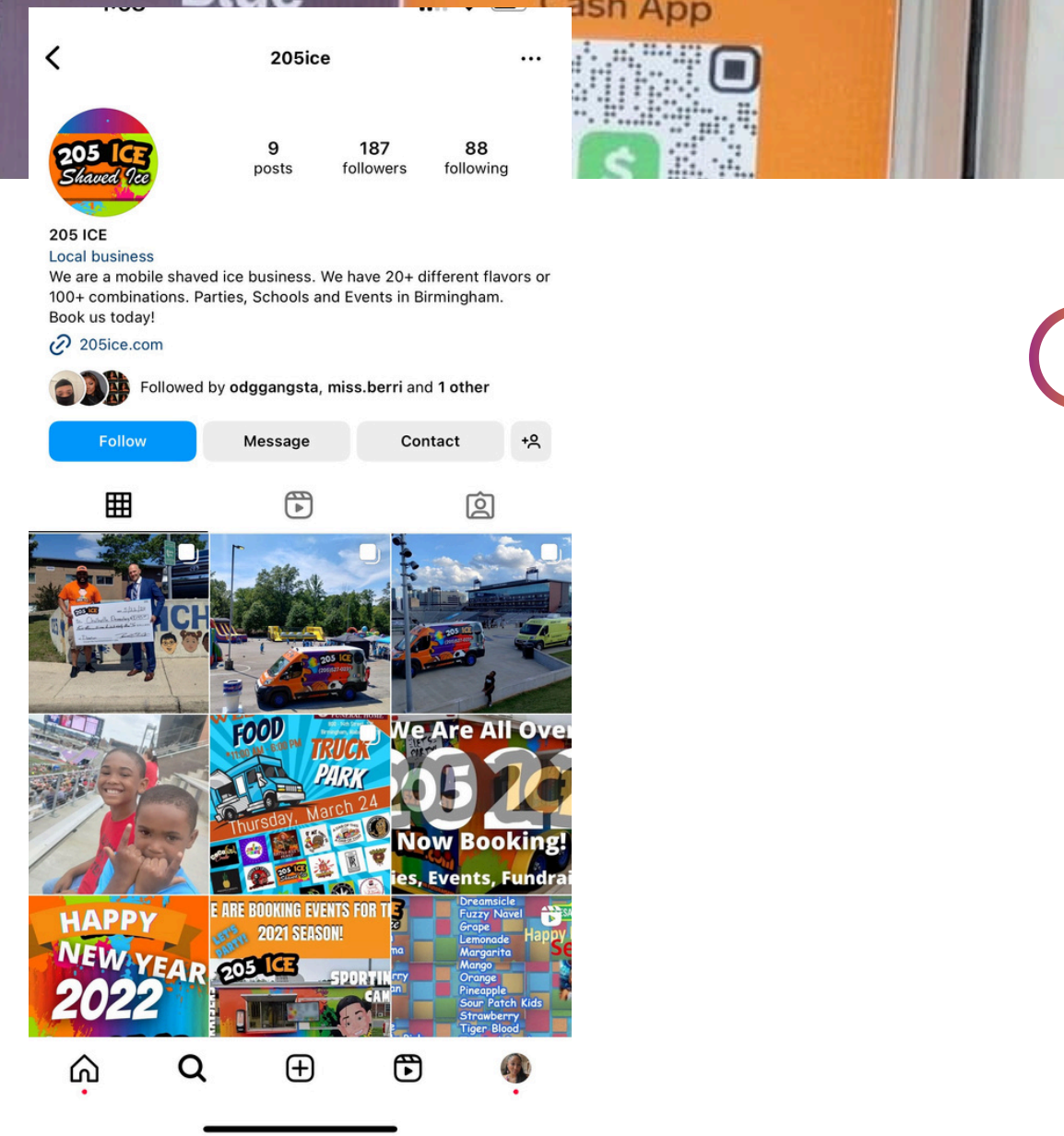
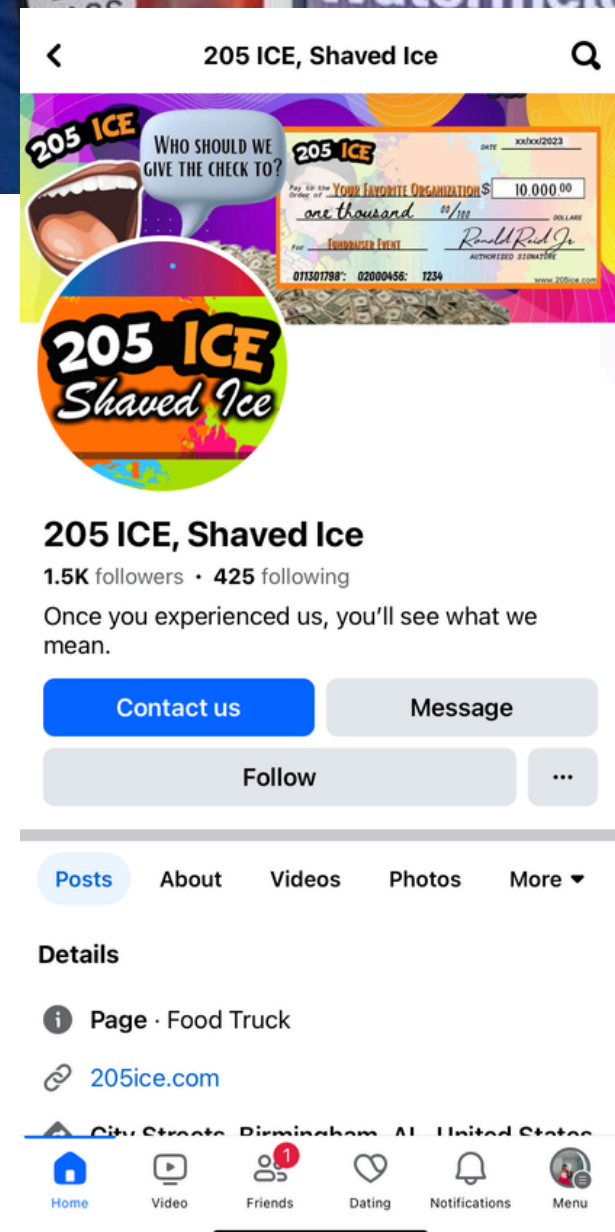
- Competition
- Economic Downturns
- Regulatory Changes
- Supply Chain Issues
- Seasonality





+ Media Mix

- 205 ICE currently promotes itself using Facebook and Instagram.



Visual Identity

Primary Logo Font

Bugaki

- Use Sparingly
- For use in graphics and logos

Poppins

- Use Bold for headings
- Use Semi-bold for subheadings

Secondary Font

Open Sans

- Use regular for body copy



Brand Colors

Primary Colors

represents
happiness

f6921e

represents
strength

000000

ffffff

represents
honesty

Secondary Colors

ff3131

9f317b

0000ff

7ed957

fdd54f

joyful shaved ice representation

Brand Personality

Brand Voice

- Vibrant, Friendly, and Customer-Focused

205 ICE would be a warm, friendly, and energetic individual named Jamie Summers, who is deeply rooted in their local community. They exude a sense of joy and enthusiasm, always looking to bring smiles to people's faces with their delightful, refreshing treats. Jamie loves being outdoors, participating in community events, and has a genuine passion for making every customer feel special and valued. They have a knack for connecting with people of all ages, from young children eager for a sweet treat to adults seeking a nostalgic, fun experience.



Problems

Lack of Posting Consistency

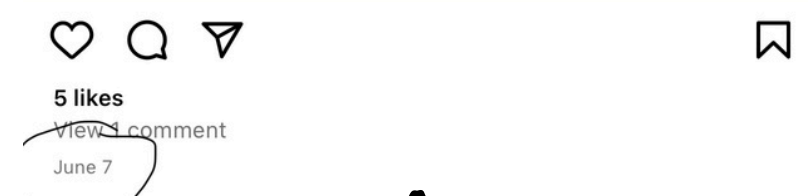
- 205 ICE does not consistently post on its social media platforms, Facebook and Instagram.

Inconsistent Brand Messaging

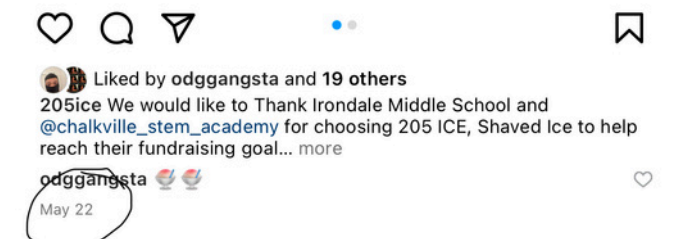
- 205 ICE's marketing needs to be consistent with its brand identity.

Limited Platform Knowledge

- 205 ICE needs to know how to use social media in a proactive sense rather than simply reacting when they have an event.



No caption



Post dates are too far apart





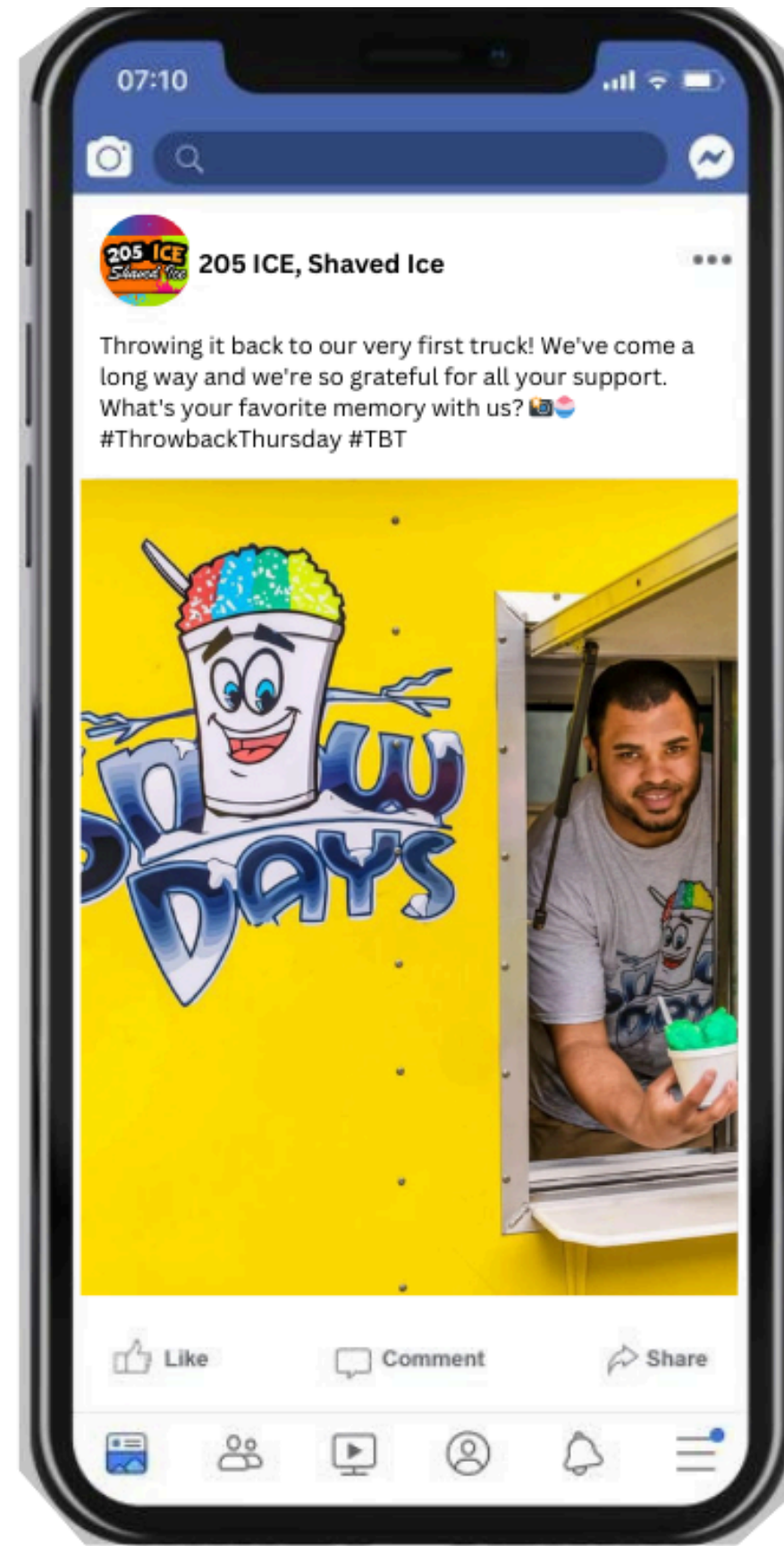
Solutions

Implement a content calendar

- Develop a monthly content calendar that outlines what content will be posted, on which platform, and when. It will include a mix of promotional posts, customer engagement content, and local event highlights.

JULY 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1 Welcome to July! Share a festive shaved ice photo with summer vibes.	2 Flavor Feature Tuesday: Introduce a new or unique flavor of the week.	3 Summer Fun Wednesday: Share tips or ideas for fun summer activities with a shaved ice theme.	4 Celebrate Independence Day with red, white, and blue shaved ice. Special offer for today!	5 Flashback Friday: Share a throwback photo from a past event.	6 Special Event Saturday: Promote a special event or pop-up location where your truck will be.
7 Selfie Sunday: Encourage followers to take selfies with their shaved ice and tag your company.	8 Motivational Monday: Post a quote about enjoying summer and staying cool.	9 Taste Test Tuesday: Post a video of customers trying new flavors and their reactions.	10 Community Spotlight Wednesday: Highlight a local event or partnership where your shaved ice truck will be present.	11 Thirsty Thursday: Highlight refreshing shaved ice drinks and combos.	12 Fun Friday: Share a photo or video of customers enjoying shaved ice.	13 Weekend Special Saturday: Announce a weekend special or discount.
14 Sunday Funday: Encourage followers to share their Sunday Funday photos with your shaved ice.	15 Meet the Team Monday: Introduce a team member and share a fun fact about them.	16 Taste Test Tuesday: Feature a behind-the-scenes look at how you create a specific flavor.	17 Wacky Wednesday: Share fun and quirky shaved ice creations or toppings.	18 Thankful Thursday: Express gratitude to your loyal customers with a thank you post.	19 Free Friday: Highlight a limited-time freebie or giveaway.	20 Flavor Pairing Saturday: Suggest creative flavor combinations to try.
21 Family Fun Day Sunday: Promote family-friendly activities or discounts for families.	22 Mystery Flavor Monday: Introduce a mystery flavor and invite followers to guess it for a chance to win	23 Taste Test Tuesday: Share a poll asking followers to vote on their favorite flavors or suggest new ones.	24 What's New Wednesday: Introduce a new flavor or product.	25 Thirsty Thursday: Highlight a customer favorite and offer a limited-time discount.	26 Follower Friday: Feature photos or reviews shared by followers.	27 Sweet Saturday: Focus on sweet flavors or sweet customer testimonials.
28 Summer Sunday: Highlight a summer event or share a favorite summer memory.	29 Motivational Monday: Post an inspiring message about the joys of summer and family time.	30 Tasty Tuesday: Highlight a popular or best-selling flavor.	31 Hump Day Humor: Share a funny meme or joke related to summer or shaved ice.	1	2	3





Solutions

Define and Align Brand Identity

- Ensure all content, from social media posts to multimedia assets, aligns with the brand's tone of voice, visual aesthetics, and messaging.



Conclusion

The proposed plan for 205 ICE effectively addresses its promotional challenges by focusing on consistency, clarity, and strategic planning. Implementing a structured content calendar ensures regular and engaging posts, aligning with social media algorithms to maintain visibility and engagement. Clear brand guidelines guarantee consistent messaging and visual coherence, strengthening the brand's identity and trustworthiness. By adopting these principles, 205 ICE will enhance its visibility, engagement, and overall marketing effectiveness.



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