



STAGE 3 PROJECT

AUGUST 2005

MARKETING ICE CREAM

Introduction

Despite Ireland's rather unpredictable climate, the ice cream market here remains an exceptionally important one. According to recent market reports, the ice cream market in Ireland amounts to €149 million each year, with each Irish person consuming an average of 10 litres of ice cream per year. This ranks Ireland third place behind Sweden and Italy in terms of ice cream consumption rates in Europe. Manufacturers have employed new product innovations and other specialised branding initiatives to attract consumers to the ice cream market.

The Irish market now offers the consumer a wide and varied choice, from adult, premium, and children's ice cream to low fat and organic ice cream. According to the most recent Target Group Index (TGI) data, just over 80% of Irish adults consume ice cream in blocks and tubs and 58% in the form of ice cream bars. HB is the most popular ice cream brand, with 51% of Irish adults choosing it most often. All of this shows our great love affair with the product!

The Project

- Present an overview of the ice cream market in Ireland, highlighting the major players and the main market segments existing. **(15%)**
- Advise on a promotional strategy that can be used to promote a new range of organic ice cream in the Irish market. Please consider all elements of a promotional strategy and the many promotional options available, not just advertising. **(25%)**
- Outline the aspects of buyer behaviour theory that influence the marketing of ice cream e.g. cultural and sub-cultural influences, family influences, reference group influences, perception, learning, attitudes, motivation etc. **(25%)**
- Discuss the diversity existing within Europe with respect to the acceptability and growth of the ice cream market. **(20%)**
- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. Rather than this representing a separate section of the report, integration of theory and practice should be evident in the answers to the above four questions. **(15%)**

Additional Briefing Notes

- A word count **MUST** be included as part of your Contents Page.
- Candidates should **NOT** submit their projects in individual page plastic covers.

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 3**. You will not have passed **Stage 3** until you have passed the project.
7. The project is due by **SEPTEMBER 1, 2005**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
9. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**

STATEMENT
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I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

Signature _____ **Date** _____