

MADILYN LAY

# BRAND RECOGNITION FOR DEL'S LEMONADE

COM 359 A F DIGITAL MEDIA FOR PR/SC  
SUBMITTED 07/16/2021



Del's Lemonade truck at Colt State Park, Bristol, RI

(photo by Eric H.)

# COMPANY OVERVIEW

# OVERVIEW



**Del's Lemonade is a high-quality, well-known, frozen lemonade brand, however they have a low social media following.**

**The aim of this marketing campaign is to outline a strategy to further position the company to:**

**increase their brand awareness AND increase their social media following.**

# PERSONALITY

**Del's Lemonade is a frozen lemonade company based in Cranston, Rhode Island.**

**Founded in 1948 by**

**They are an award-winning company**

**They are well-known in New England, franchising locations in various areas in the United States.**

**Open seasonally in the summer months and are a stop for a “refreshing treat” during the day, while also selling candy, hotdogs and snacks.**



# BRAND ATTRIBUTES

- Relevance
- Consistency
- Proper Positioning
- Credibility
- Inspiration
- Uniqueness



Del's Lemonade has success in making their products memorable and recognized in the minds of the consumers creating an emotional connection through various word of mouth techniques and establishment, but lacks in communication and digital relationship building. Above all, the branding must be superior in quality and reliable while Del's can also create functional and long standing relationships with new and old customers.

# CURRENT ADVERTISING/ IMC STRATEGIES

**32 Locations**

**Pushcarts that travel in Newport, Boston, and North Kingstown**

**Merchandise**

**Currently utilizing content marketing concepts through:**

**Twitter**

**Facebook**

**Instagram**

**Pintrest**

**Website**



**Lack of creative and inbound marketing content limiting consumer engagement possibilities and highlighting necessity for brand awareness**

# CURRENT FOLLOWING

Facebook:  
1,502 Following  
1,444 Likes  
747 Check-Ins

Twitter:  
4,097 Followers

Instagram:  
1507 Followers


# TWITTER

The screenshot shows the Twitter profile page for 'Del's Lemonade' (@DelsLemonade). The profile bio states: 'A 'Refreshingly Different' All Natural, Soft Frozen Lemonade. Since 1840-Naples, Italy & 1948-Cranston, R.I. Best of R.I. All Star! Thanks Del's Fans! :)'. It also lists the location as Rhode Island, the website as del.s.com, and the join date as April 2009. The profile has 174 following and 4,097 followers. The main content area shows three tweets from July 2, 2019, and June 28, 2019, all featuring the Del's Lemonade logo and links to Facebook and Instagram. The right sidebar includes a search bar, a 'You might like' section with suggestions for 'RI Blogger', 'The Bay Magazine', and 'Rhode Island', and a 'What's happening' section with trending topics like 'NBA - LIVE Hawks at 76ers' and 'Kaitlan Collins'.

# INSTAGRAM

11:14 5G


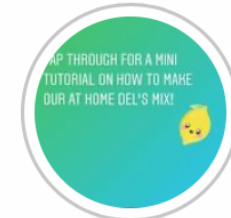
< realdelslemonade ...




244 Posts   1,518 Followers   252 Following

**Del's**  
Food & Beverage  
Serving happiness in a cup since 1948  
Stop at the sign of the 🍋  
[dels.com/product/t-shirt-2020-refreshingly-different/](https://dels.com/product/t-shirt-2020-refreshingly-different/)  
1260 Oaklawn Ave, Cranston, Rhode Island

Follow   Message   Contact   ▾

  Del's at Ho... 🍋🍋🍋

📱 📷

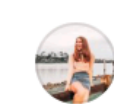


🏠 🔍 📺 🛍️ 👤





Search Facebook



Madilyn



## Del's Lemonade

@delsnk · Dessert Shop

Send Message

Home Reviews Photos Videos More

Like



### Ask Del's Lemonade

"What kind of food do you serve?"

Ask

"Can I see a menu?"

Ask

"Where are you located?"

Ask

"Do you deliver?"

Ask



Create Post



Photo/Video



Check in



Tag Friends



Del's Lemonade

May 4 · 🌐





- 1,447 people like this
- 1,507 people follow this
- 748 people checked in here
- <http://www.delsnk.com/>
- (401) 885-2225
- [Send Message](#)
- Price Range · \$
- [kevin@delsnk.com](mailto:kevin@delsnk.com)
- [Dessert Shop · Food Stand](#)

### Suggest Edits

Is this another name for the same Page?

Alternative Name: **Del's Lemonade & Refreshments**

- 
- 
- 

### Photos

[See All](#)



**Del's Lemonade & Refreshments, Inc.**

May 3 · 🌐

Does it get any more "Rhode Island" than this?? 😊

20

5 Shares

Like

Comment

Share



Write a comment...



**Del's Lemonade**

March 30 · 🌐





Home •

Today

dels lemonade



All Pins ▾



Explore

Shop



Dels Lemonade

Shop on Pinterest



Babymoon in Newport RI



Calling All Goal-Getters: Immune Support from Emergen-C

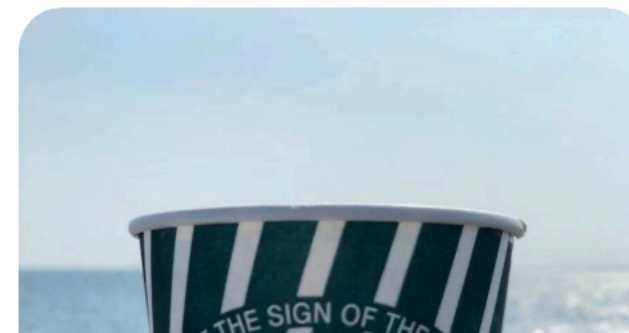
Promoted by Emergen-C



Del's Frozen Lemonade



DIY Del's Lemonade (Frozen Soft-Serve Lemonade)



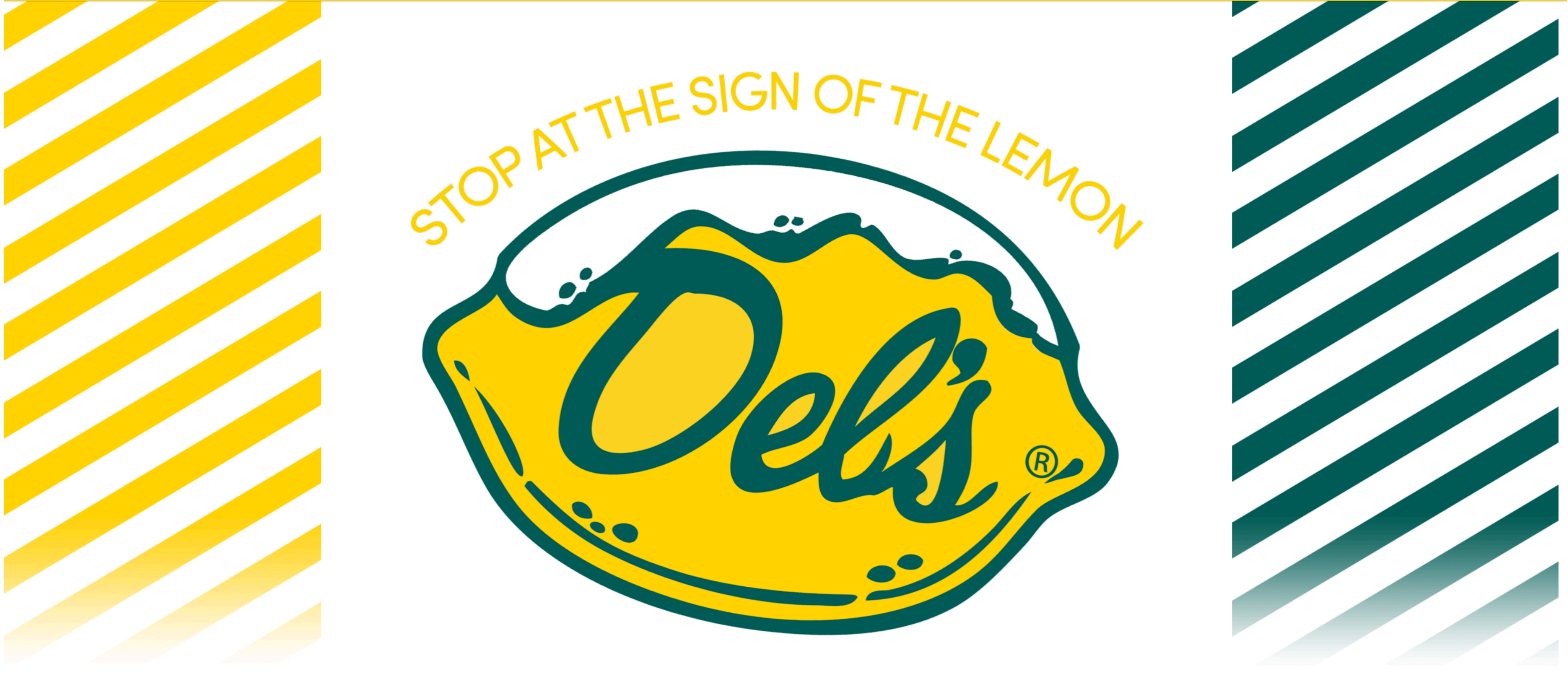
Rhode Island: Del's Lemonade



12 Things Rhode Islanders Do Better Than Anyone Else



THRIVE



Make Del's at Home

# AIMS AND OBJECTIVES

# CAMPAIGN ENDING AIMS

The target is to reach over 10000 followers in Twitter and Instagram and 5000 in Facebook.

- Increasing social media following is crucial for the company as it would provide a considerable increase in brand awareness and loyalty.

Increase frequency of marketing activities and building social media engagement

## TWITTER

Increase Twitter followers to 10,000, in order to achieve this the company must implement relevant and unique hashtags (#iheartdels) for each post as a result, the content will be categorized, and customers will be able to find the product according to their interests

## INSTAGRAM

In order to attract younger consumers and expand to other segments, the material posted should be a reflection of current social media trends.

Utilize unique hashtags and increase followers to 10000

# BRAND ANALYSIS AND AWARENESS

# INTEGRATED MARKETING MIX

**Dels Lemonade currently bases its promotional and communication methods on social media platforms: Facebook, Instagram and Twitter.**

**The brand has a very low social media presence and therefore the company aims to increase brand recognition, awareness and loyalty as well as extending its target segment by building social network following.**

**In order to enforce improved promotional and communication methods, must interact with consumers on a regular basis by creating engaging content, promotions and trends in social media.**

**Managing and integrating all social media contents can be challenging but the results are worth the investment.**





# MARKET ANALYSIS

# COMPETITOR ANALYSIS



**Del's Lemonade has one main competitor nationally, Kona Ice**

**Locally, there are no other key competitors that offer Frozen Lemonade in Rhode Island**

**Del's Lemonade is a franchise, as they grow they will face competitors nationally**

**Kona Ice has no physical locations, but they franchise "shaved ice trucks" across the country, making them lower cost and less maintenance of a physical location.**

**They also offer more flavors and have a more engaging social media layout on all platforms. They participate in holiday advertising and have a strong presence on Instagram**

**They feature bright advertisements and emphasize the variety and low calorie options of shaved ice, which is something Del's Lemonade also has.**

# MARKET SEGMENTATION

## Drink Market Division

- Based on necessity/location

Really thirsty

On the go

Need a boost

Variety seekers

Health focus

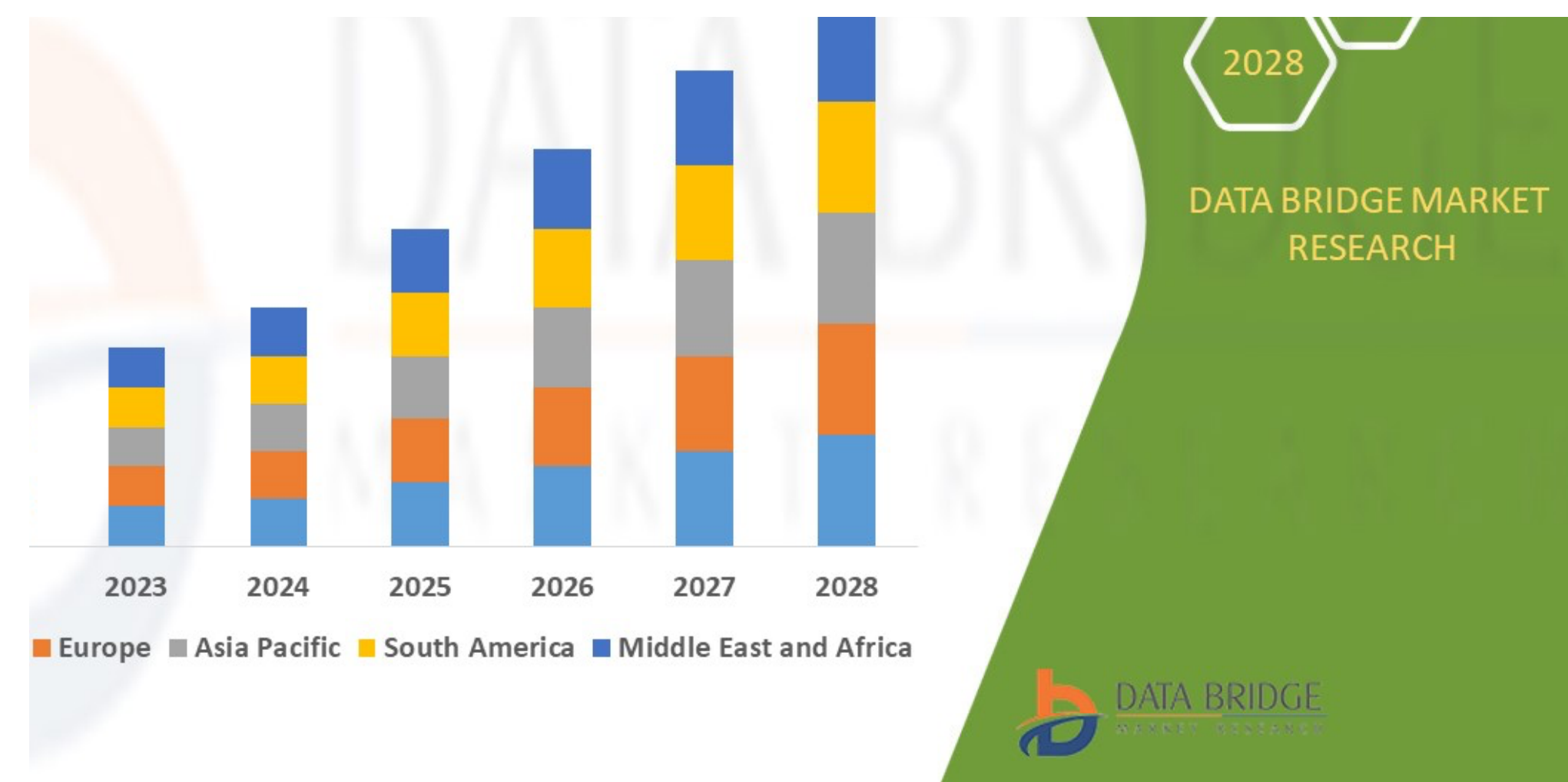
Sporty

Hold the sugar

Just feel like it

## Current Market vs. Future Market Aims

## Target Audience



# POSITIONING

Clear Differentiation with “hometown” based morals and traditional style

Advantage can be obtained through lower pricing to competitors

Greater range of flavors

Strengthening of positioning statement and consistency

Established in 1948, created a long-standing traditional way of consuming lemonade and have a substantial, loyal consumer base

Competitors challenge the company, although they have a more health centric beverage as compared to ice-cream and milkshakes



# AUDIENCE ANALYSIS

# TARGET GROUP

**Dels will target the low- to mid-income consumers who want to have a high quality dessert for moderate prices. Dels shaved ice meets the quality required by these customers since it will also cater to the large seasonal population as being the “most refreshing summertime snack”.**

**There is no significant difference between gender or income, but rather increased purchasing for young families as they are more active and influenced to purchase Del’s Lemonade as a “just feel like it” or “on the go” beverage**

**There is also a more “health focused” consumer base as Del’s is less fat based than ice cream, yet fills the same need as a sugary, any-time treat for consumers**

**Depending on location, Del’s target group is most likely greater at large events and outdoors locations in summer months**

# CUSTOMER PERCEIVED VALUE

## TOTAL CUSTOMER BENEFIT

**Product Benefit:** Del's Lemonades are easily available at more than 30 locations across the Northeast

**Service Benefit:** The cost of Del's Lemonade ranges from \$2.75-\$20 based on size

**Personnel Benefits:** Consumers are loyal to the brand as it provides value for money.

**Image Benefit:** Del's Lemonade is regarded as successful due

## TOTAL CUSTOMER COST

**Monetary Cost:** Affordable range

**Time Cost:** Available at all the stores ranging from push carts to physical locations

**Energy Cost:** Since it is easily available the energy cost associated with is low.

**Psychological cost:** Positive, Factor necessary for a well-known beverage

# PROBLEMS AND OPPROTUNITIES



# CRITICAL PROBLEM + SOLUTION

- The critical problem for Del's Lemonade is a lack of social media involvement and Brand Recognition through social media

- The solution to this is:

Establish better managed marketing and advertising focus

This is best explained with top of funnel and bottom of funnel technique comparison

They must integrate both thoroughly to be able to measure effectiveness during the campaign itself

Del's Lemonade must also get to know their audiences by use of digital media and various channels to establish their brand

# DIGITAL IMC CAMPAIGN STRATEGIES

## POSITIONING STATEMENT



**“WE WANT MEN AND WOMEN BETWEEN THE AGES OF 18-27 WITH MID-SIZE FAMILY UNITS AND MID-LOW INCOME TO EASILY RECOGNIZE AND INTERACT WITH DEL’S LEMONADE AND VIEW US AS A LIGHT AND REFRESHING TREAT OVER COMPETITORS”**

# WHAT NEEDS TO HAPPEN?

**DEL'S LEMONADE NEEDS TO INTERACT WITH CONSUMERS MORE FREQUENTLY, CURRENTLY THE COMPANY HAS A LOW SOCIAL MEDIA PRESENCE, AND THIS IS CLEARLY DUE TO THE LACK OF ENGAGING MATERIAL PRODUCED.**

**THE POSTS SHOULD BE VARIED AND INCLUDE PRODUCTION VIDEOS, LEMONADE FACTS, PROMOTIONS AND COMPANY UPDATES, THE AIM IS TO CREATE VISUALLY CAPTIVATING CONTENT THAT ATTRACTS CONSUMERS' ATTENTION.**

# OBJECTIVES

**Del's website is currently rudimentary, although it provides all necessary information to consumers, it lacks visually stimulating images.**

**Lemonade is a colorful and interesting product and consumers generally associate it with indulgence and consumption while participating in summer activities. The website looks outdated and the layout it's not easy to navigate.**

**It does have the ability of being able to purchase directly from the company it's important to consumers and the company can also take this opportunity to build a good customer service reputation.**

**By providing online shopping in their website, the company could further enhance brand loyalty by offering loyalty schemes, coupons and discounts. This implementation of rewards and email subscription pop-ups is a main objective to generate direct following.**

# UNIQUE AND DISTINCTIVE CHARACTERISTICS

**Del's Lemonade is very well-known by word-of-mouth in New England especially locals of Rhode Island**

**Advertised as “Home-made” and “Family Owned”**

**“Soft” Frozen Lemonade**

**Established as a company with committed employees**

**Limited flavors, but all are handmade with locally sourced ingredients**

**No additives or fake ingredients**



# HOW?

**Track the number of fans/followers growth**

**Track and measure competitor growth**

**Evaluate the number of content links created and retweets/likes**

**Track engagement by how many users interact with content created**

**Evaluate the sales revenue after implementing the campaign**

**Track conversions**

**Check Website traffic through Google Analytics to see how much traffic is from social platforms**

**Track button clicks on Facebook and Instagram ads with “call to action button:**

**Track Brand reach and exposure**



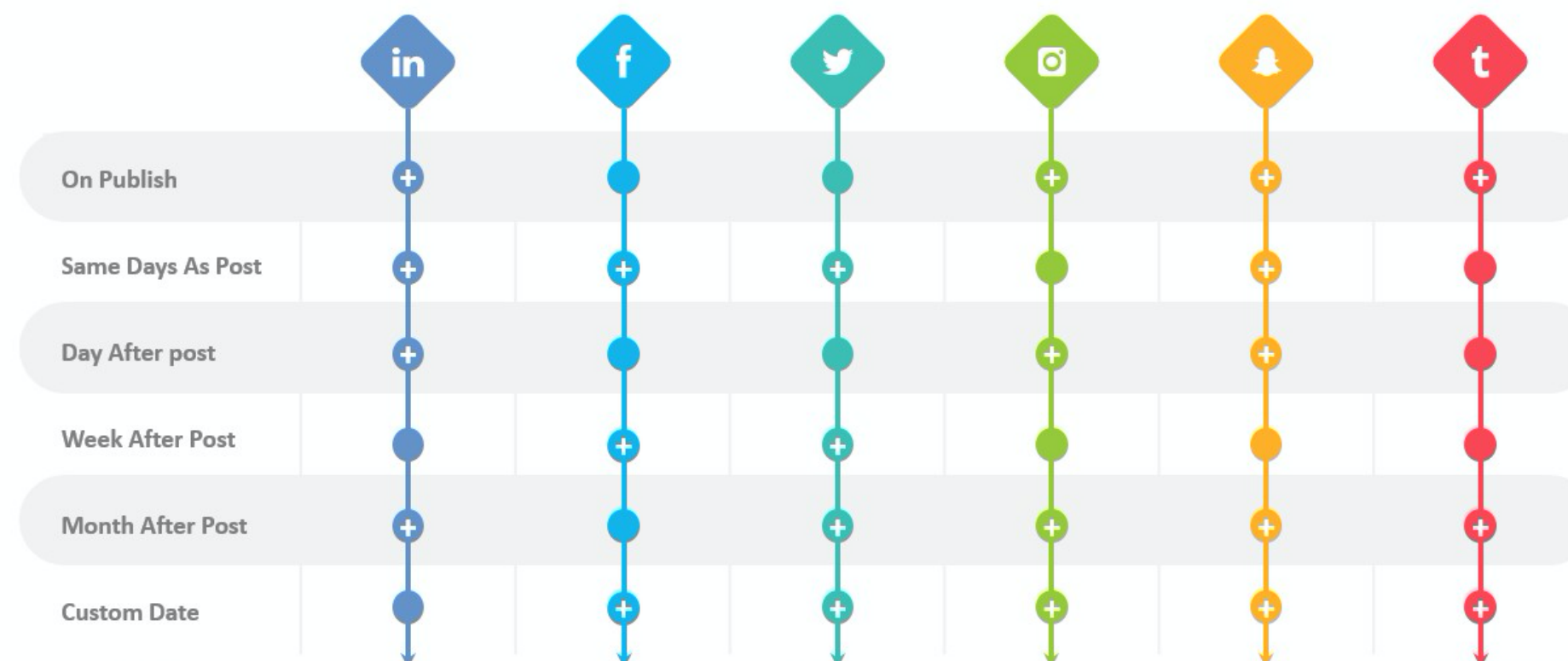
# DETERMINE SUCCESS?

An evaluation of effectiveness will be carried out every four weeks until completion of the campaign; the results must be closely monitored to determine whether the campaigns have successfully resulted in achieving the company's objectives (McKay, 2020).

The marketing communications plan for Del's Lemonade will last approximately 4 months, this is a realistic timeframe which is suggested according to the budget available, the timeline was also chosen because Del's Lemonade is best sold during the warm months of the year.

## SOCIAL MEDIA TIMELINE

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.





# BIGGER PICTURE

## Enables engagement

Social sites are a playground for engaging with one another. This lends it to be a great place for you to engage with customers at every stage of their journey with you. Whether they are potential leads, current customers, or people you are trying to get back.

You have multiple ways to engage. Be it through conversation, a retargeting, ads, etc.

## Promotes content

You may have seen your favorite brands sharing their content on their social platforms. Many brands like to use this a space to push out their blogs, videos, and other content they have worked hard on. This is simply because their following is likely to be people who are interested in what they have to say, not to mention may find it useful.

By sharing content, you are also making it easier for people to see it, find it, and share it. Meaning you have the potential to build brand awareness by sharing Del's Lemonade created content

## Social sharing

Social sharing can be quite impactful for a brand.

By creating something shareworthy, a brand can extend their reach.

You can also make this easy to do. ex. Social Sharing buttons

# APPENDICES

# BUYER PERSONA

## Stacy

Married with steady income (about 120,000 a year)

Lives in Rhode Island and has a 30 min commute to work

Technology savvy and has online presence

Frequently using Instagram, Facebook, Twitter, and Pinterest

Semi-Health Conscious, works out 1-2 times a week

Has 2 children between the age of 3mo-3yrs

27 years old

Active lifestyle, especially on weekends

High-school/some college education



### Wants/ Motivations

Looking for a quick pick-me up beverage after a long day

Looking for a sweet beverage without the unhealthy aspects of Ice cream

Wants to be able to include children

Needs a company local and family-owned to share similar values

# INTEGRATED MARKETING MIX

## SOLUTIONS

Active and Engaging Posts  
Announcements of Products  
Live Updates

## CUSTOMER COST

LOW-MID INCOME

\$

## CONVENIENCE

Easily accessible Locations  
Pushcarts  
Trucks  
Physical Franchise  
Remote Purchase  
Amazon Purchase  
Website Purchase

## COMMUNICATION

Facebook  
Instagram  
Pinterest Ad  
Google Ad  
Email Subscription  
Billboard/Print Media

2021



Summer

GIVEAWAY

#iheartdels  
#iheartdels  
#iheartdels



# GIVEAWAY POST

## INSTAGRAM/FACEBOOK

To participate, follow Del's Lemonade on Instagram, Facebook and Twitter, post a selfie with a Del's cup, with the hash tag #iheartdels, tag Del's Lemonade in your post and tell us why you love our Frozen Lemonade.

The two posts with more likes will be the winners, to get more likes tag and share it with your friends.

The competition will start each Monday and winners will be announced every Saturday. A total of 6 winners will be selected (2 from each social network) each week.

# SUBSCRIPTION EMAIL BLAST



# DEL'S REWARDS

Your savings on refreshing lemonade, gear, and everything Del's starts NOW!

Enjoy 20% off any merchandise, make-at-home kit, or Rhode Islander package ordered in the next 24hrs

[GET IT NOW](#)

Look at what we got...



All the good stuff :)





# SAMPLE TWEETS

## TRUCK ALERTS

Ex. “ Get refreshing lemonade from your FAVORITE Del’s truck from 8am-2pm in the Warwick Mall Plaza”

OPTION: “First 20 guests get a buy one get one deal :)”

### TEMPLATE

- Current hashtags (trending)
- Location type
- Hours
- Special Offer

## UPDATES

Ex. “ Todays flavors include: Lemon, Grapefruit, and Watermelon, Whats your favorite way to Del’s”

Ex.“Its a warm-sunny day here in Coventry, Stop by Del’s to get a cool, icy treat with friends and/or family”

### TEMPLATE

- Current hashtags (trending)
- Flavors
- Top Location (s)
- Special Offer/ Spotlight Customer

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