

WE ALL SCREAM FOR ICE CREAM! MARKETING MIX WEBSITE COMPARISON

For this assignment you will be working as part of 2 separate groups. Your first group will be your **Expert Group**. Within the time limit given by Mrs. Thielges, you and your group members will work together to become experts on one of the following ice cream brands. Once you are an expert, you will take your knowledge back to your **Teaching Group** where you will teach your group members about your brand, and other experts will teach you about their brand. Remember to be as specific and thorough as possible! Spelling and Grammar count!

	Link to website	Link to website	Link to website	Link to website	Link to website
	Blue Bunny 	Mayfield 	Haagen Dazs 	Cass Clay 	Ben and Jerry's 
<u>Product</u> (describe packaging)					
<u>Product</u> How many flavors does each brand offer?					

<p><u>Product</u></p> <p>Does the company sell other products besides ice cream? If so list. (not counting T-shirts or anything with the company name on it)</p>					
<p><u>Product</u></p> <p>What is the slogan?</p>					
<p><u>Product</u></p> <p>Does the company identify its top flavors? If so, list the most popular flavors.</p>					
<p><u>Place</u></p> <p>Where are the dairies that make the ice cream located?</p>					

<p><u>Place</u></p> <p>What stores are these products sold in?</p>					
<p><u>Place</u></p> <p>How is ice cream transported to the stores?</p>					
<p><u>Price</u></p> <p>How much does each product cost? You may have to fill in this question later by researching prices at a store.</p>					
<p><u>Promotion</u></p> <p>How did you like the website? List strengths and weaknesses of each</p>	<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>	<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>			<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>

<p><u>Promotion</u></p> <p>Does the website offer any coupons?</p>					
<p><u>Promotion</u></p> <p>Does the company provide a tour of its facilities? Take one tour of each company. Rate the tour from 1-10</p>					
<p><u>Promotion</u></p> <p>Does the website include recipes? What kind?</p>					
<p><u>Promotion</u></p> <p>Does the company support any causes or charity?</p>					
<p><u>Promotion</u></p>					

Does the website offer games? If yes, List the types of games offered- then rate them on a scale of 1-5 for amount of fun. 1 being **boring** 5 being **really fun!**

--	--	--	--	--	--