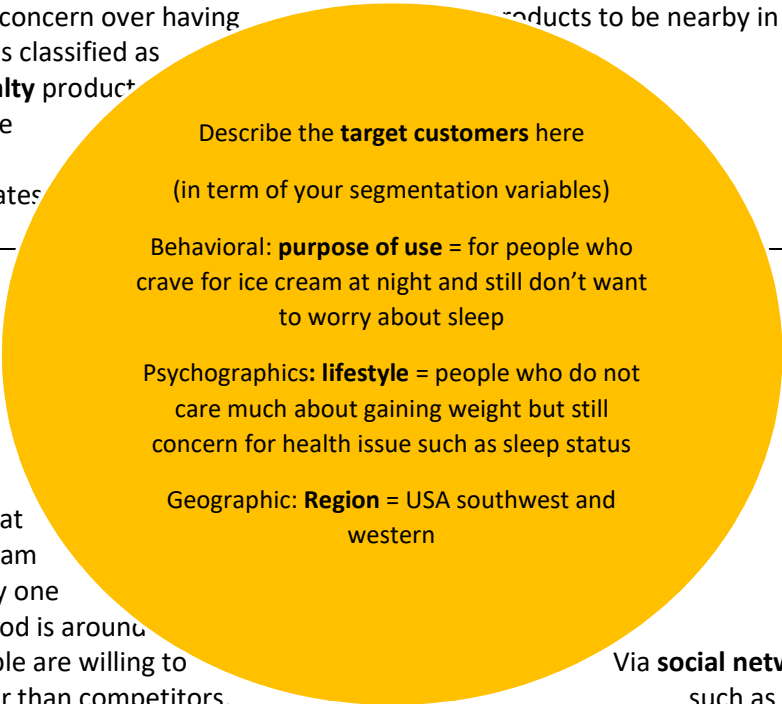


Brand	Nightfood Icecream
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<p>Product: The “Unique Selling Proposition” states clearly the features and benefits that make your offer different from the competitors. What does it do to solve customer’s problems?</p> <p>a sleep-friendly nighttime icecream. Ice cream that can answer people’s happiness, yet can be consumed at night without worrying about sleep because “what you eat before bed matters”. 90 calories per serving, good source of protein, and no artificial sweeteners.</p> <p>Nightfood helps solve problems of guilt and concern over having to eat at night and cannot sleep at night. It is classified as convenience product but can also be specialty product, if target group just go for this brand to solve particular problem. List names of flavors to tell how it differentiates itself.</p>	<p>Place: Where your product/service is sold to customers. How it is distributed to that place. Why did you choose to sell your product at that place?</p> <p>Since target group will have the ice-cream at night, Nightfood can be accessed mainly by ordering online and it claims to be faster than just same delivery but as you order (even at night), the product is already on its way to you. It’s also available in local stores in some states, but it will roll-out nationwide in 2019.</p> <p>The brand also asks customers to make a request form if it wants the products to be nearby in their neighborhood. This way you can see if demand is high in certain area.</p>
<p>Price: What you can charge for it in the market based on costs and value to customers. What is the price? Why this price? What are the prices of your competitors?</p> <p>It uses competitor-based pricing. If we look at the target group, people will buy this ice-cream because it can answer their problem. Usually one pint of ice-cream is around 3-4\$ but night food is around 5-6\$ (depends on their promotion). So people are willing to pay extra if they believe the product is better than competitors.</p> <p>Nightfood also use promotional pricing such as 2 for 10\$ and free delivery.</p>	<p>Promotion: the means to communicate your offer to current and potential customers. Why they will be effective?</p> <p>Nightfood does not use traditional mass media (just yet) but it is communicated through online buzz, PR approach, to reach people and media’s attention. Several magazines and newspaper cover Nightfood on their articles or report news about their innovative ideas.</p> <p>Via social network, it also partners with micro-influencers such as athletes, sleep doctor, and bloggers as well.</p> <p>Direct marketing is also apparent if you subscribe or order their products. Sales promotion is an effective tool to encourage purchase because people may be reluctant to first try the products. Nightfood offer 2 for 10\$ for first time users. And people can simply order the icecream on gopuff.com by just filling in their phone numbers.</p>



BA291 Marketing Worksheet

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