

Using Data in Writing

What's a story that would illustrate the market demand for microwavable ice cream?

I think the story of "too difficult to get ice cream at home during the epidemic" can show our products' demand. For example, a man wanted ice cream, but because of the COVID-19 outbreak, all the ice cream shops were closed, and the supermarket was too far away to deliver. Besides, things like ice cream, which can melt quickly, are not suitable for delivery. Google Trends showed high search rates for search terms like "ice cream delivery" and "ice cream near me". On the topic of "Ice cream delivery", the search rate on Google has been high (over 50 of interest over time in recent months). Especially in an outbreak, such food is harder to get. Ice cream is a difficult commodity to make at home, and many people would like to find a way to give it away. And microwavable ice cream, one of our most popular items, is something that people can use to make ice cream at home in the microwave. The ice cream market is now in demand for ice cream that solves this problem.

We can design a documentary that shows exactly how microwavable Ice Cream can be built at home with details to show the viewer and arouse their interest.

What level does the audience already know about your product?

I think the public awareness of microwavable ice cream is still in the first stage. First of all, there is no similar product on the market, it is difficult for people to associate warm food with ice cream, and other ice cream merchants have hardly researched and launched this kind of product. Besides, our products have not been widely and effectively promoted, and the market's exposure rate is not very high. The lack of a search trend for Microwavable Ice Cream on Google Trend suggests that microwavable Ice Cream is not widely known. Therefore, our products are not well known by the public in the market and need to be further promoted. However, some recipes on the internet combine ice cream with other desserts and make them in the microwave. I think it shows that the public has accepted and consciously combined microwave food with ice cream.

How many ice cream consumers are in the U.S.? North America? Globally? How much ice cream is consumed annually? How much is produced? How many producers?

U.S Consumers: 289.3 million in 2019, and this number increases to [291.09 million in 2020](#). 98% of households purchase ice cream, and 87% of the public have ice cream in their fridge all the time.

Reference: <https://www.statista.com/statistics/276929/us-households-consumption-of-ice-cream-and-sherbet/#:~:text=According%20to%20this%20statistic%2C%20291.09,cream%20and%20sherbet%20in%202020>.

North America: The ice cream market was a volume of [7.3 Million Tons](#) in 2018, and the [CARG during 2019-2024 will be 4.8%](#).

Reference: <https://www.researchandmarkets.com/reports/4894071/north-america-ice-cream-market-industry->

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Worldwide: Approximately 90% of the public purchases ice cream regularly.

In the United States, about 1.4 billion gallons of ice cream and other frozen desserts were produced in 2017, and about [23-pound ice cream](#) is consumed by each American consumer annually. In 2020, the number of businesses in the USA for the ice cream industry reaches 459, and the top five companies that produce ice cream are Unilever, Nestle SA, Well Enterprises Inc., Blue Bell Creameries and HP Hood LLC.

Reference: <https://www.idfa.org/ice-cream-sales-trends>

From these data, we can find that people's preference for ice cream does not decrease by region or environment (the coronavirus pandemic). WarmChills, as a novel new ice-cream product, has the potential to be loved by the public.

What search terms will be effective in reaching potential customers?

First of all, we can reach more potential buyers of ice cream by searching for different flavors. When I searched for ice cream on Google Trends two of the top five most relevant search terms related to varying flavors of ice cream ("[brown sugar boba ice cream bar](#)" and "[boba ice cream bar](#)"). Additionally, experience and data indicate that introducing new flavors is one of the most effective ways for ice cream companies to increase sales. For example, Ben & Jerry's has attracted many customers with three new flavors, Urban Bourbon, Truffle Kerfuffle and Oat of this Swirled, launched in the summer of 2017. When the new flavors were announced, many customers lined up outside the store to try them. That helped drive ice cream sales at Ben & Jerry's. In my opinion, these data show that consumers are very interested in and enthusiastic about novel ice cream flavors, and the high search rate on the Internet also indicates that they are willing to pay attention to and try different flavors of ice cream. They are likely to buy the product after they fully understand it and are the potential consumers.

Another search term that may refer us to potential customers effectively is "ice cream (delivery) near me". I think search terms on this topic are the most straightforward. When people want to eat ice cream but do not know where to buy it, their first reaction is to search for nearby shops or ice cream delivery on the Internet. I think the searchers of these terms are usually people who have the habit of buying ice cream. Compared with other people, they should be more willing to try different brands of ice cream.

What keywords are most critical to the introduction of WarmChills?

I think the most effective keywords for launching WarmChills were health, convenience and novelty.

With the concept of a healthy diet advocated more and more frequently in today's society, and

ice cream as a dairy product may cause lactose intolerance in some customers, more and more consumers begin to pay attention to food health issues. According to the 2018 Food & Health Survey, which International Food Information Council Foundation did, 77% survey participants try to limit/avoid sugars, and 3 in 10 people prefer to have a low-calorie diet. Data from the International Dairy Food Association shows that about 40% of ice cream manufacturers have seen an increase in customer demand for high-quality ice cream. These data indicate that people are more and more concerned about whether food affects their health. As ice cream is a high-calorie food, WarmChills would be in keeping with the trend if it were to promote health as a product keyword.

Besides, as I mentioned previously, impacted by the coronavirus pandemic, people seek convenient ways to get ice creams. If WarmChills can provide consumers with a solution for easy access to ice cream, I think it will directly improve consumers' enthusiasm for buying WarmChills products, so WarmChills can also serve as a critical keyword.

Finally, novelty can also be used as a promotional keyword for WarmChills. As Ben & Jerry's launched three new flavors to stimulate consumption with great success, consumer curiosity and enthusiasm for new products is relatively high. WarmChills has come up with a product that has never been on the market before. The promotion of novelty as a product keyword can mostly attract a group of consumers to pursue new things and trends.

References:

<https://www.idfa.org/ice-cream-sales-trends>

<https://foodinsight.org/wp-content/uploads/2018/05/2018-FHS-Report-FINAL.pdf>

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<https://trends.google.com/trends/explore?geo=US&q=ice%20cream>

Original Version

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