

CREAMERY NOVELTIES' MARKETING INITIATIVES

CREAMERY NOVELTIES' MOVING BILLBOARDS

HADCO's distribution trucks serve a dual purpose of supply chain and marketing assets. These trucks were branded with Creamery Novelties' new offerings (Lollee, Milkee and Yummee) and a 40 ft. container was branded with the family of products. The distribution trucks serve as an extension of the brand and part of Creamery Novelties' marketing toolkit.

These moving billboards can be spotted throughout the entire island leaving behind a dynamic and fun impression. The design, colours and images are eye-catching and memorable and have been shared by stakeholders on their social media platforms. They drive by consumers providing a high visibility brand presence ensuring Creamery Novelties is always top of mind.

The immaculate conditions of these trucks, alongside the delightful persona and high standard of conduct of the drivers and loaders emulate the brand value of HADCO and Creamery Novelties.



Our moving billboards.

POSTERS

Posters were designed and printed for retailers to highlight the price point of Creamery’s novelties. The vibrant and memorable designs catch the eyes of many consumers and make it easy for them to recall the prices. They are placed in well-trafficked locations where the right people would see them. These eye-catching posters stir an emotional response in the consumers’ hearts and minds as they recall their favourite novelties. It is a cost effective and affordable form of advertising, which successfully achieved the desired outcomes.



Striking posters at a retail outlet.

TRADE SPECIALS

Creamery Novelties supported Massy Stores and Xtra Foods with special pricing on a variety of our delicious ice cream flavours and novelty items, for consumers to enjoy between the months of August – October 2020. These budget friendly bundling and discount promotions enticed consumers to “act now” and provided them with the sweet getaway we are known for.



Creamery Novelties’ Ice Cream Sandwich bundle promotion was available at Xtra Foods Supermarket.

FREEZERS & TRICYCLES

300 2ft. branded freezers were distributed across the trade to increase sales and enhance our product appeal. These standard ice cream freezers house a variety of Creamery Novelties’ ice cream and novelties. They were designed to be more durable and maintain the requisite temperature to ensure Creamery Novelties’ quality is not compromised.

In addition, over 100 custom made tricycles, complete with a mini freezer, were deployed to ice cream depots to facilitate easy distribution of our novelties. These tricycles were designed to move through different neighbourhoods and navigate terrains without difficulty. This popular distribution service takes our sweet treats to those in need.



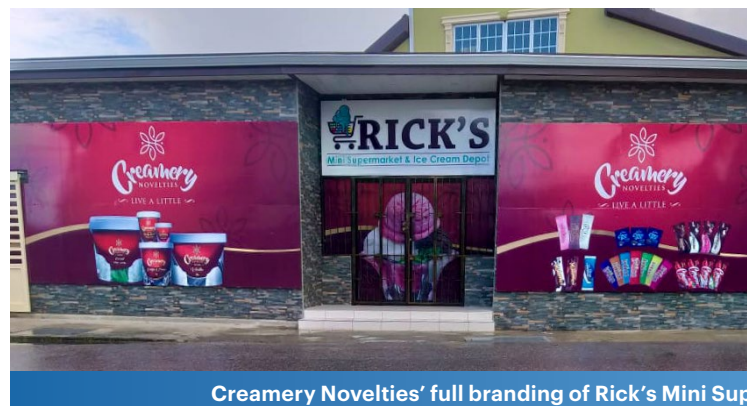
Our famous custom made ice cream tricycle.



Creamery Novelties’ freezers are filled with happiness.

STORE BRANDING

One of Creamery Novelties’ top depot operators opened a new store in Longdenville, Chaguanas. Rick’s Mini Supermarket & Ice Cream Depot was fully branded with Creamery Novelties’ artwork. This artwork draws attention to the storefront and attracts passers-by. It is easy to see and read and serves as a constant reminder of delicious Creamery Novelties.



Creamery Novelties’ full branding of Rick’s Mini Supermarket in Chaguanas.

