



CHUNK-N-CHIP

OBJECTIVES

- Drive traffic to current location
- Increase social media engagement
 - 300+ likes on posted pictures
- Build awareness for the new location
- Develop three to four locations within the next five years
 - Possible locations: Tustin, Costa Mesa, or Old Town Orange

SECONDARY RESEARCH

Ice cream sandwich consumption in the past 6 months

Women	103
Age 35 - 44	111
Age 45 - 54	107
Age 18 - 24	103
Black/African American Only	129
HHI < \$20,000	113

COMPETITIVE RESEARCH

Jeni's Ice Cream

- Multiple locations
- Online ordering
- "Pint Club"
- Sold at Whole Foods
- Appealing and user-friendly website
 - Online blog

Salt & Straw

- Multiple locations (Such as Downtown Disney)
- Monthly subscription where you receive 5 pints of new seasonal flavors
- Email subscription to keep updated on new flavors
- Appealing and user-friendly website
 - Online blog

COMPETITIVE RESEARCH

Creamistry

- Multiple locations
- Explains step-by-step (1, 2, 3) how to create your perfect ice cream sundae
- Website gallery showcasing customer photos

Baskin Robbins

- Well-established
- 31 flavors
- Seasonal flavors
- Online ordering for ice cream cakes
- Appealing and user-friendly website
- Birthday club

PRIMARY RESEARCH

Customer Interviews

- Customers drove a considerable distance
- Learned about Chunk-N-Chip on Yelp
- Prefer “simple” (traditional) flavors done right
- Come out to have a good time
- Think things on display look good

Employee Interviews

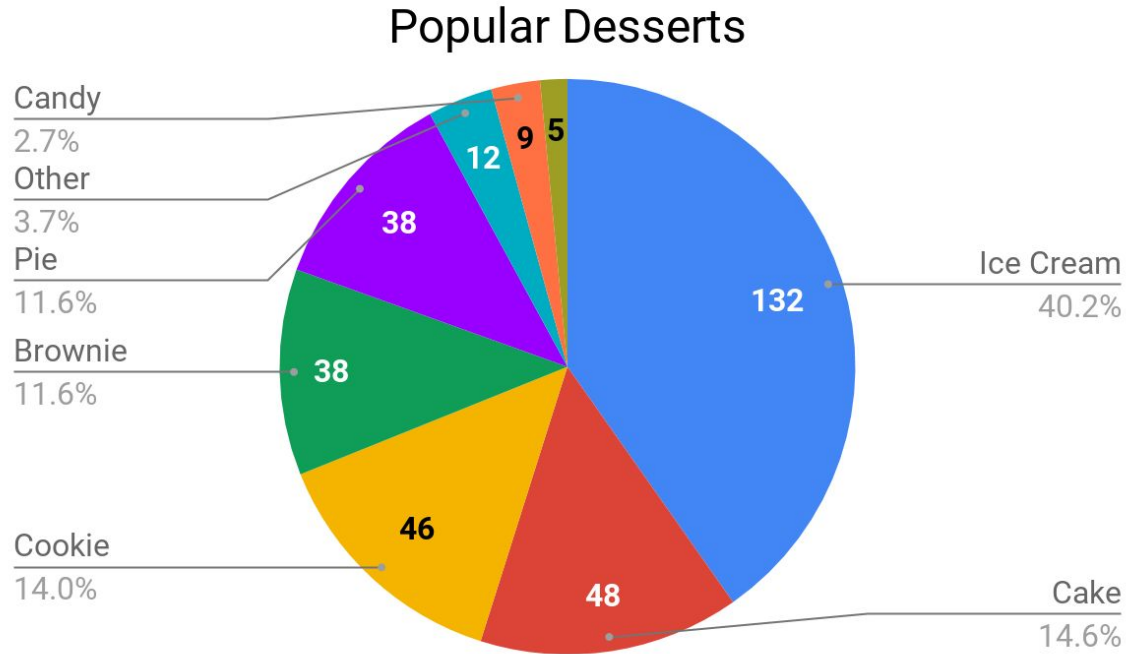
- Cookies are the most popular item on the menu.
- Customers are excited about their purchase and want to share it on social media.
- Consumers would like vegan/gluten free cookies & ice cream.
- Peak Hours 12:00 - 1:00 PM & 6:00 - Closing
- Thursday - Sunday are peak days.



Survey Analysis Initial Steps

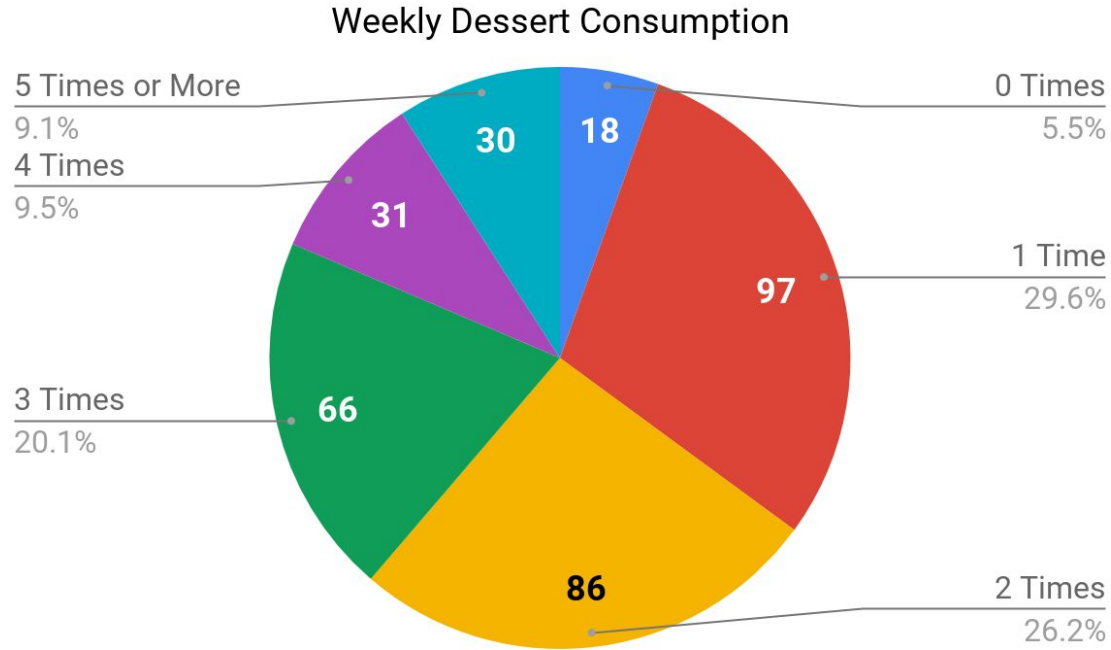
- 380 responses gathered
- Removed 8 answers that were incomplete
- Removed all responses that took under 1 minute (60s) to complete because they are lower quality
- Average response time was 2.95 minutes
- New sample size of 328 respondents (n=328)

Sampled consumers prefer Ice Cream, Cake, and Cookies



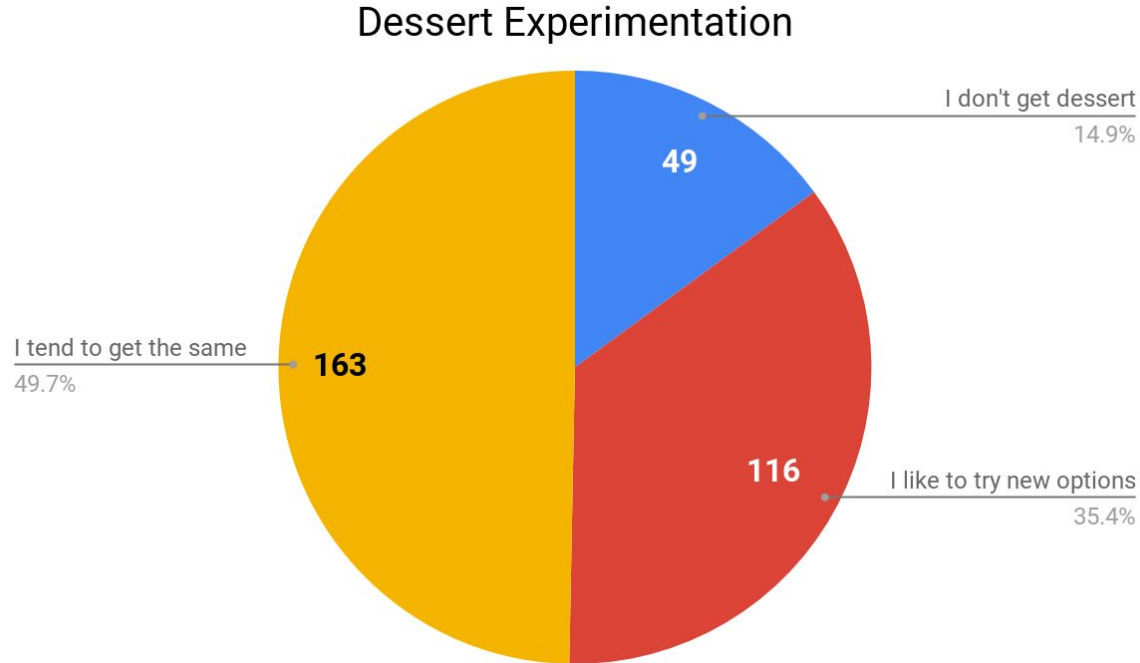
Q1 - If you were to choose a dessert from the following, which would be your 1st choice? (n=328)

Almost $\frac{1}{3}$ of sampled consumers eat dessert weekly



Q2 - In one week, how often do you typically eat dessert? (n=328)

Desserts tend to be habitually consumed



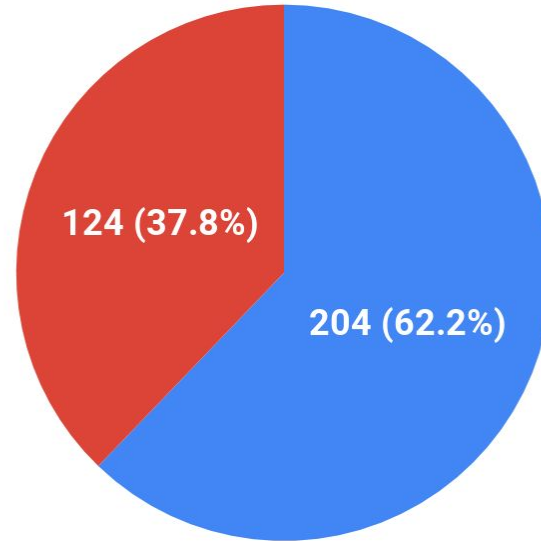
Q3 - When going out, do you like to try new dessert flavors or do you choose the same thing? (n=328)

Sampled consumers want to come back for an item/combo they enjoyed



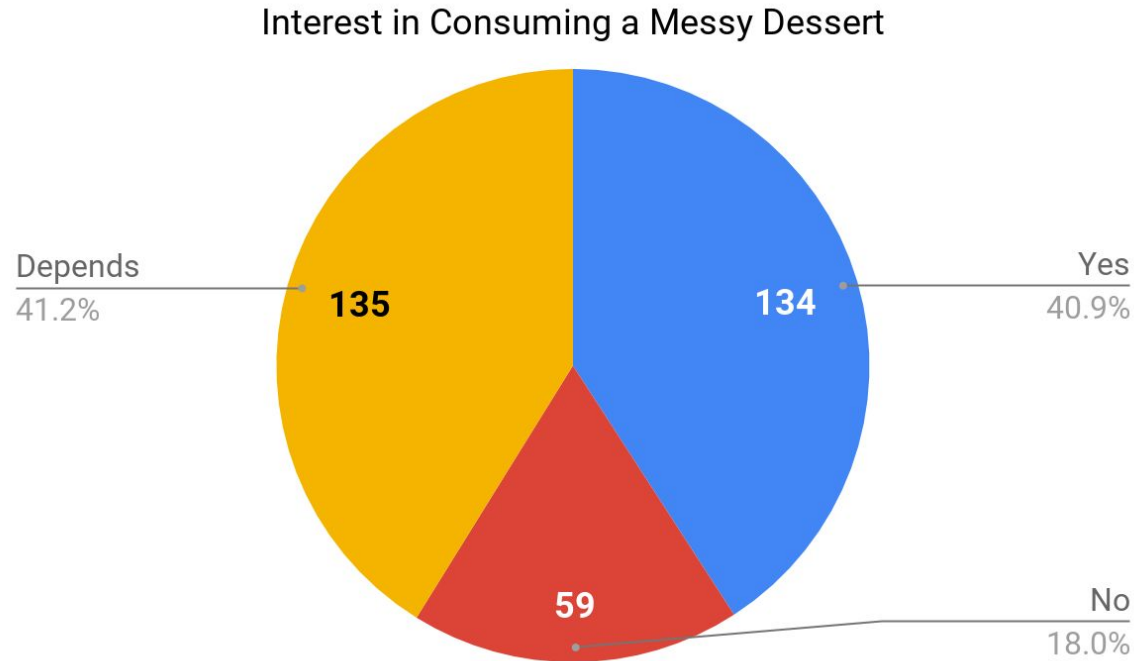
Menu Volatility

● I like consistency ● It's nice to change things up



Q4 - Do you prefer a consistent menu or one that changes weekly? (n=328)

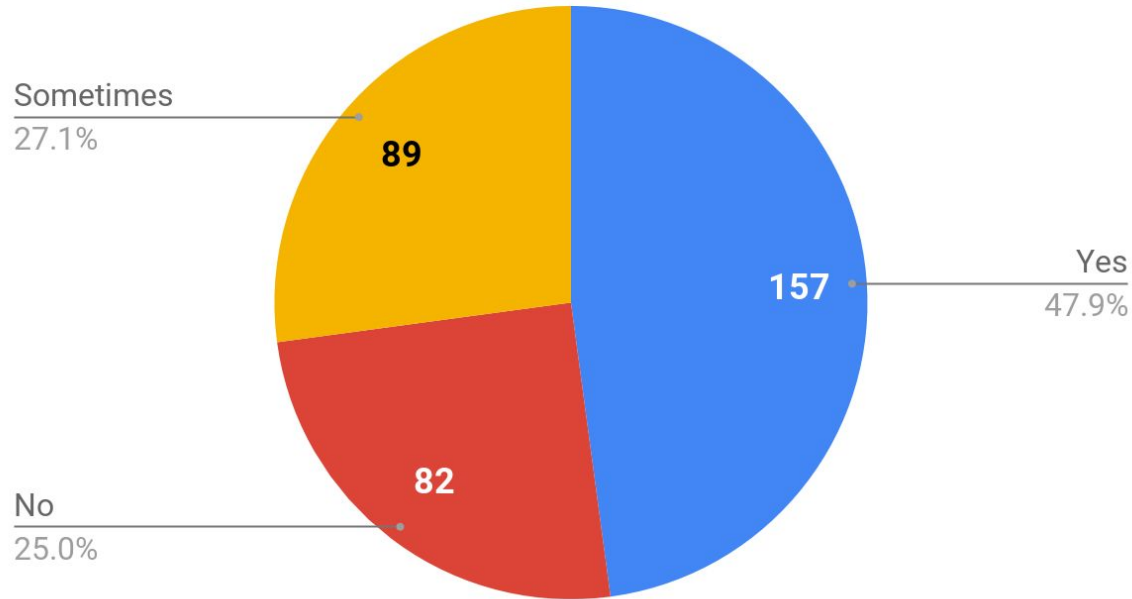
Dessert messiness is not a major factor when deciding what to purchase



Q5 - Are you okay with desserts that are messy? (n=328)

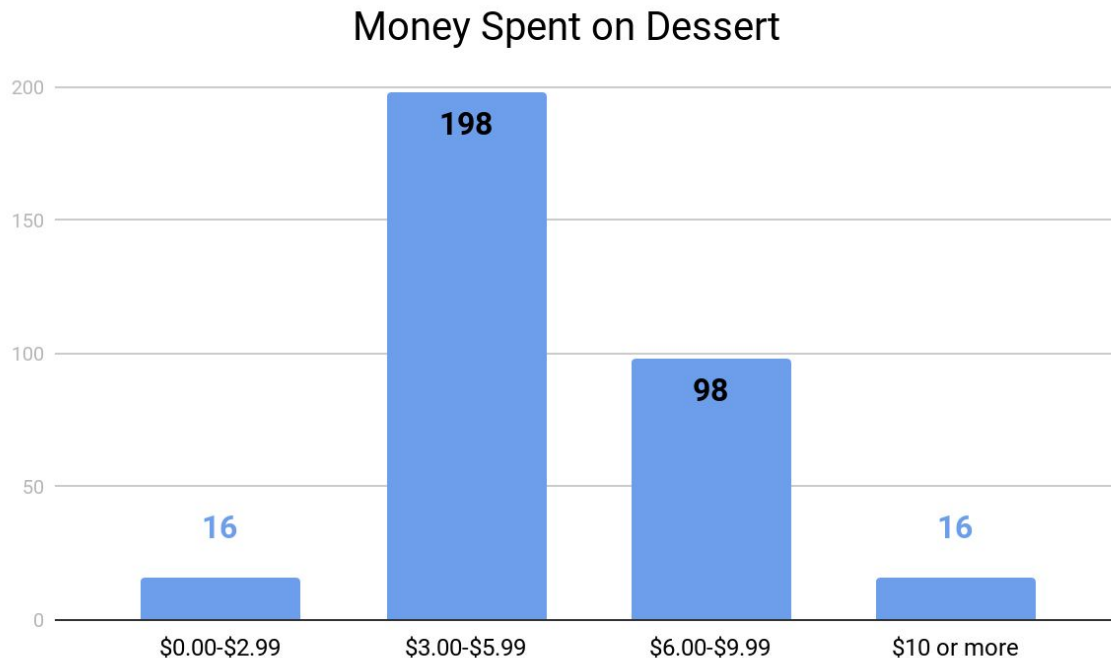
Too many menu choices can be overwhelming

Is Having Too Many Menu Options Overwhelming?



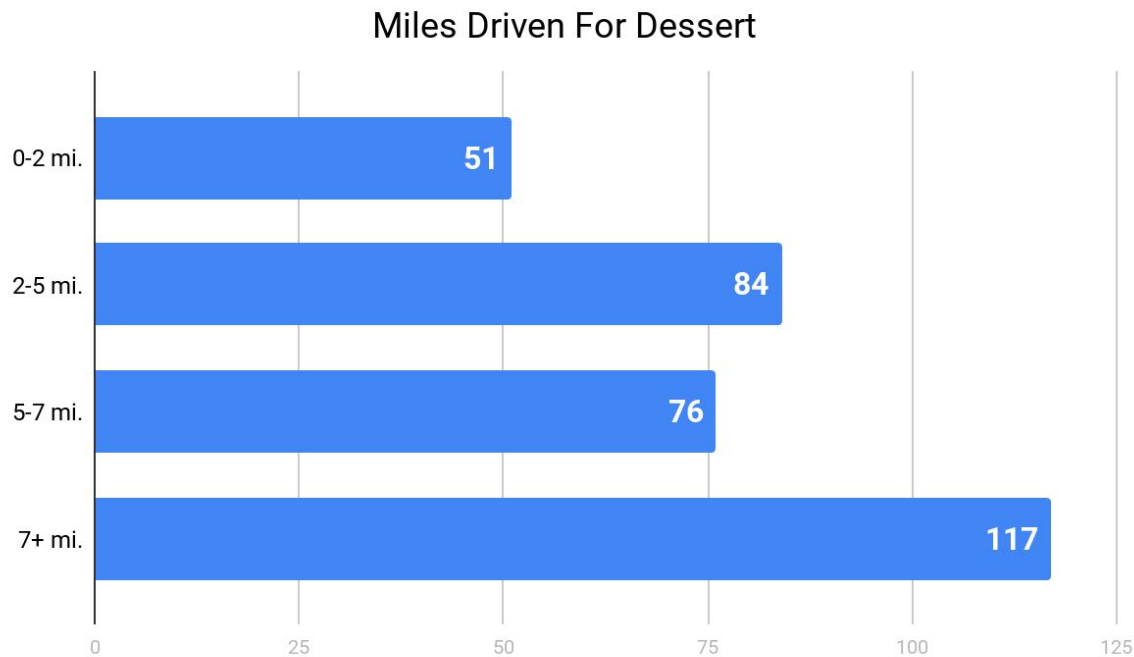
Q6 - Do you ever feel overwhelmed when there are a lot of menu choices? (n=328)

60% of consumers would spend \$3-\$6 on dessert



Q7 - When going out for desserts how much would you typically spend? (n=328)

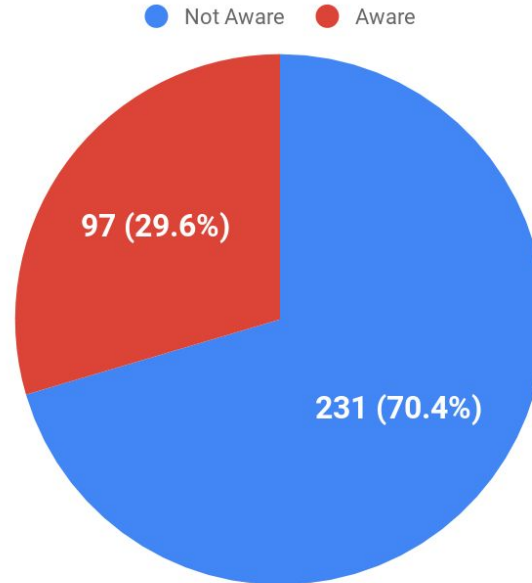
36% of sampled consumers would drive 7+ miles for dessert



Q8 - How far would you drive for a delicious dessert? (n=328)

There is low awareness of 4th Street Market

4th Street Market Awareness

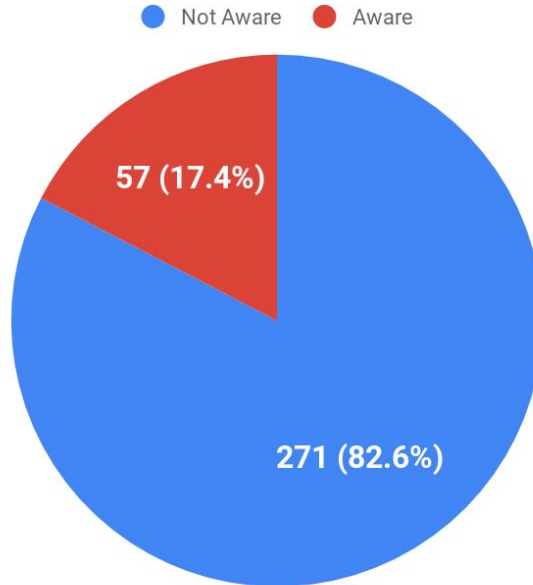


Q9 - Are you familiar with 4th Street Market in Santa Ana? (n=328)

There is low awareness of Chunk-N-Chip

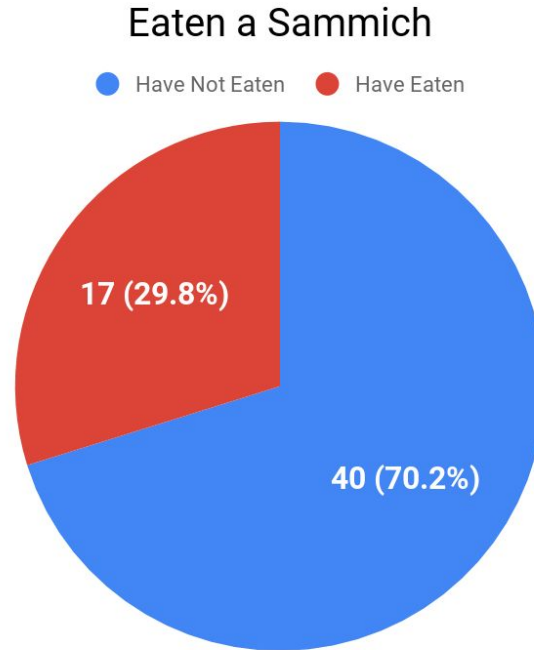


Awareness of Chunk-N-Chip



Q10 - Have you heard of Chunk-N-Chip? (n=328)

Almost $\frac{1}{3}$ of people who have heard of Chunk-N-Chip have eaten a Sammich



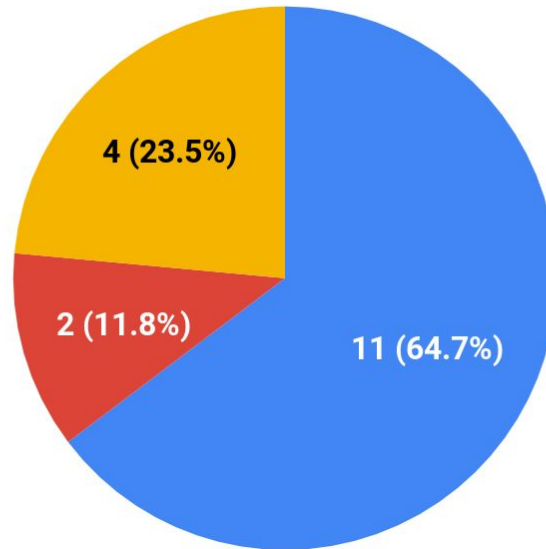
Q11 - Have you ever had a Chunk-N-Chip Sammich? (n=57)

$\frac{2}{3}$ of sampled Sammich consumers purchased at 4th street market



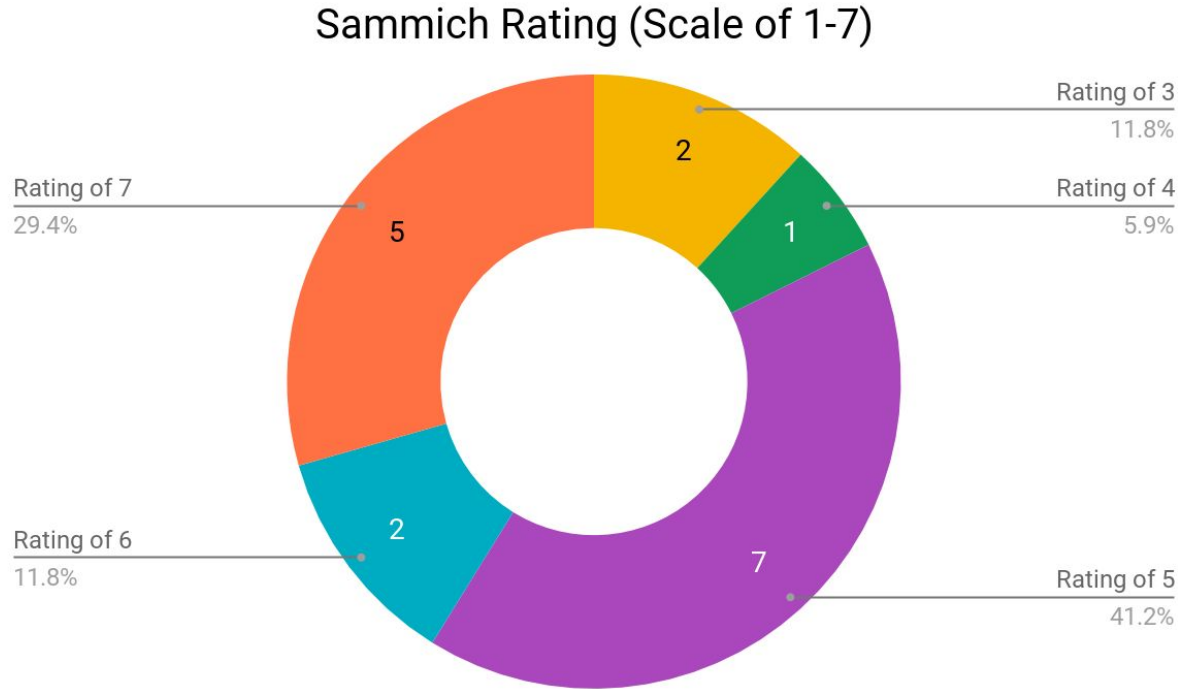
Sammich Purchase Locations

● 4th Street Market ● Food Truck ● Other



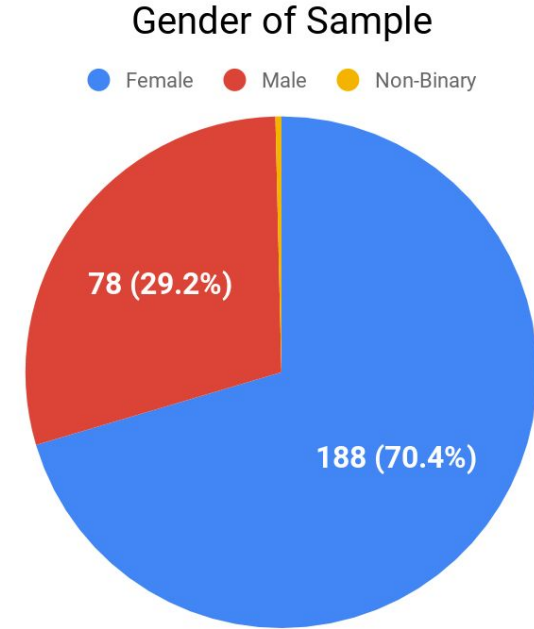
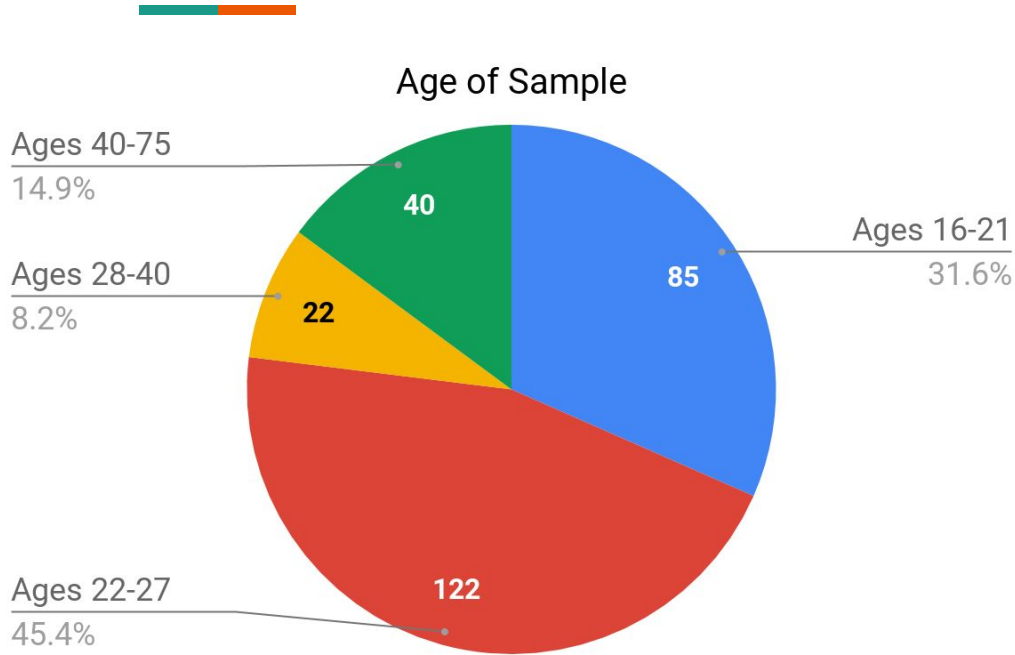
Q12 - Where did you purchase your Chunk-N-Chip Sammich? (n=17)

Over 82% of Sammich top 3 box ratings were positive



Q16 - How would you rate your Chunk-N-Chip Sammich on a scale from 1-7? (1 - not very good, 7 - great) (n=17)

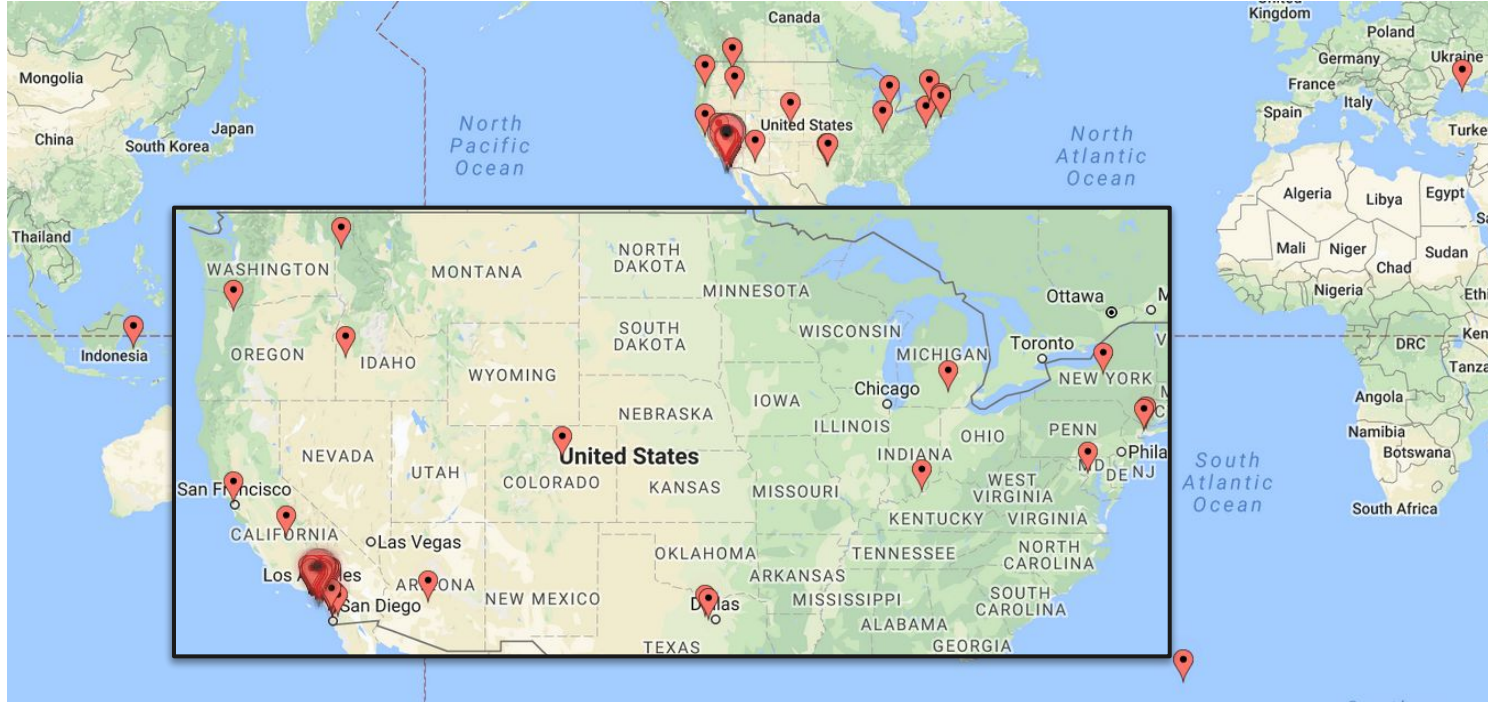
Demographic Data - Age/Gender



Q13 - What is your age? (optional) (n=269)

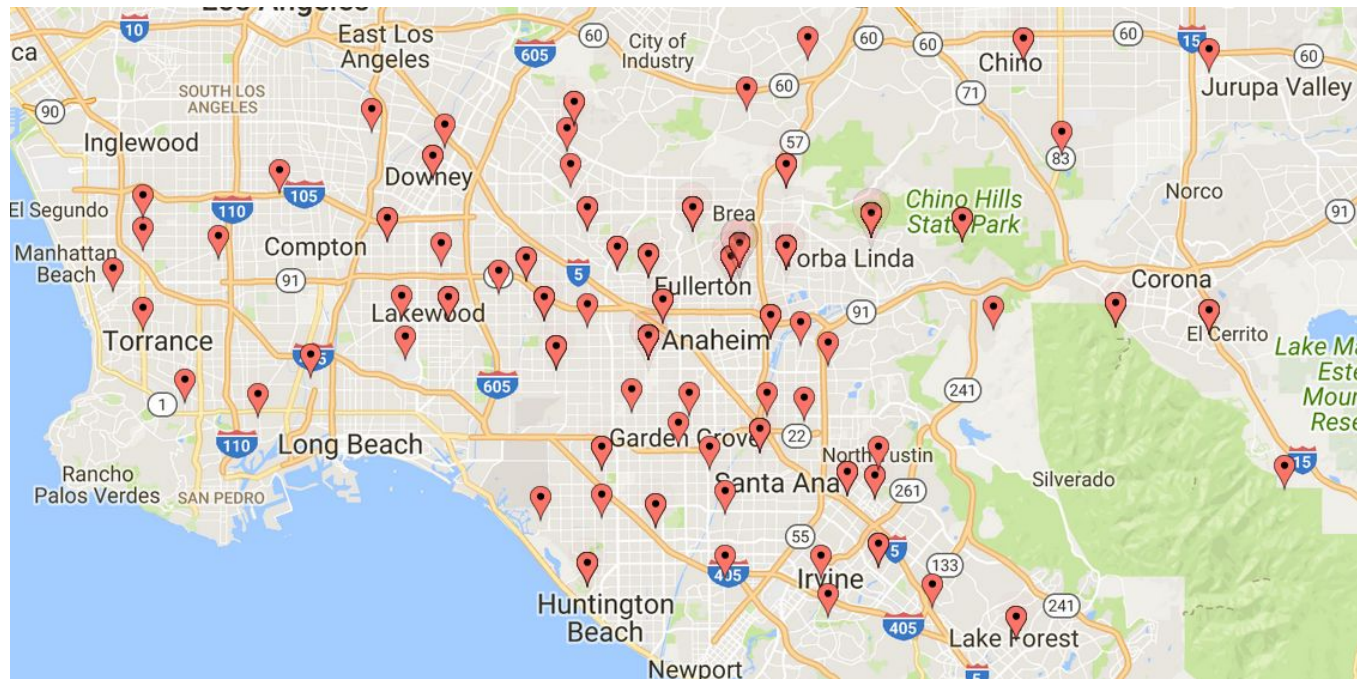
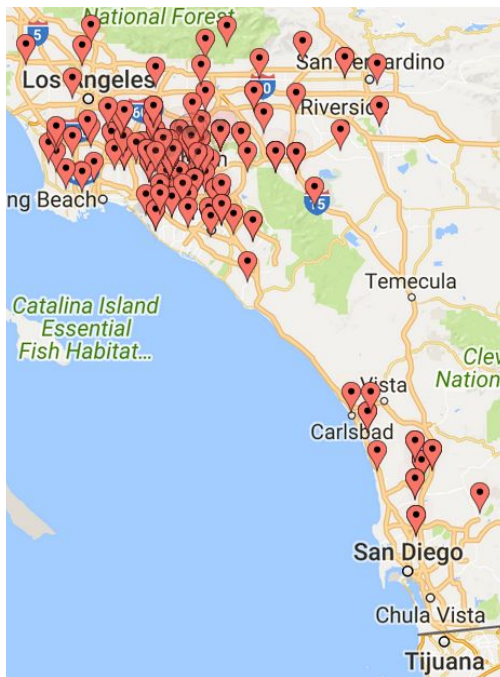
Q14 - What is your gender? (optional) (n=267)

Geographic Data - Global/US



Q15 - What is your zip code? (optional) (n=231)

Geographic Data - Southern CA/Greater LA Metro



Q15 - What is your zip code? (optional) (n=231)

4TH STREET MARKET

Business Environment:

- Many small local shops and business
- Federal building has the highest concentration of employees in the area

Residential Environment:

- Multiple Apartment complexes within a half mile radius

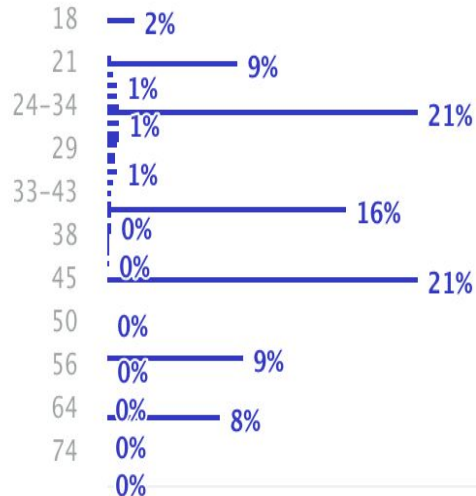
Rules and Regulations:

- Any advertising within 4th Street Market has to be approved
- No restrictions other than the approval process

4TH STREET MARKET

Demographic Information (40,734 people)

Age



Gender



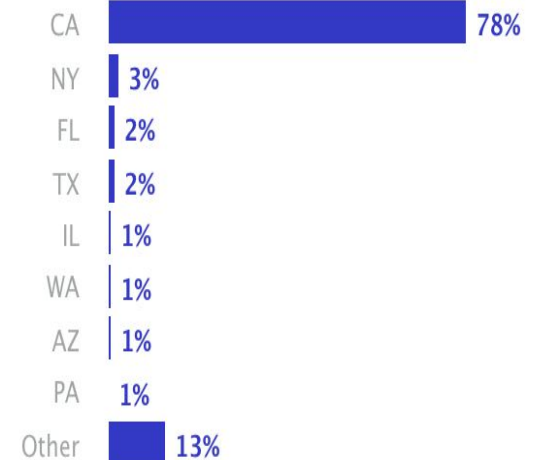
Female

49%

Male

51%

Location



ADVERTISING STRATEGY

Advertising will convince adults ages 18-35 that the (customization aspect, fresh cookies, one-of-a-kind flavors of the) Sammich® will offer a unique experience in the world of desserts.

Chunk-N-Chip: Home of the Sammich®

- The Sammich® is “different” and Chunk-N-Chip Specific- unfortunately not many people seem to know it exists
- The menu that is currently displayed has only a small portion of space dedicated to the Sammich®
- Only 30 % of people who have heard of Chunk-N-Chip have eaten a Sammich®*
- The Sammich® must be wholly owned by Chunk-N-Chip

* of the people we surveyed

POINT OF PURCHASE

Recommendations:

- Redesign menu
- Update storefront
- Promote Sammich® of the month
- Implement premade Sammich® options
- Rotate flavors monthly rather than weekly

LOGO CONCEPTS



CHUNK

- N -

CHIP

Home of the Sammich®

CHUNK

-N-

CHIP

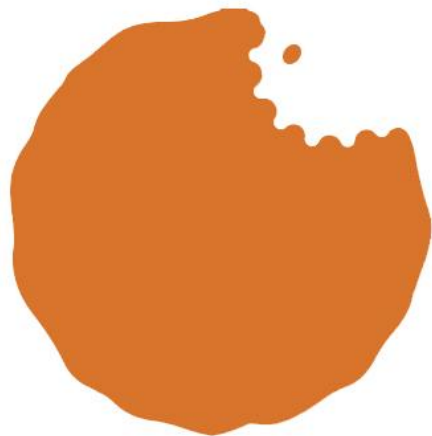
CHUNK

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CHIP

Home of the Sammich®

STEP 1



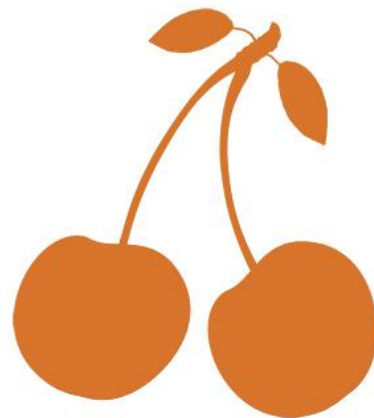
Choose 1 or 2 cookie
flavors.

STEP 2




Choose 1 or 2 ice-cream
flavors.


STEP 3



Add a topping.
Optional* 50¢

DIGITAL MENU






SUGAR

50 cal.


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SNICKERDODDLE

50 cal.


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WHITE CHOCO FUDGE

50 cal.


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CHOCO FUDGE

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CHOCO M&M

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CHOCOLATE CHIP

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RASCAL

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VANILLA

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BLUE BERRY

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PEACH SHERBERT

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STRAWBERRY

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OREOS N' CREAM

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CHOCOLATE

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BUTTER PECAN

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DULCE DE LECHE

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BANANA

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DARK CHOCOLATE

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PURPLE RAIN

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S'MORES

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BUBBLEGUM

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STRAWBERRY

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MANGO

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DRAGON FRUIT

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ALMONDS

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GUMMIES

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CHOCOLATE SPRINKLES

50 cal.

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SONY

Sammich of the Week

THE ANATOMY OF SMORES GALORE



"GRAHAM CRACKER" COOKIES
WITH 'MALLOW SWIRLS

YOU ALL REMEMBER SITTING AROUND THE CAMPFIRE, FLAMING MARSHMELLOWS ON BENT COAT-HANGERS, GRAHAM CRACKERS AND CHOCOLATE SCATTERED ABOUT, AND THE GOOD TIMES YOU HAD MAKING THOSE WONDERFUL SMORES RIGHT? WELL THIS IS EXACTLY LIKE THAT, BUT AS AN ICE CREAM SANDWICH...SO IT'S BETTER.



Order Here

Pick-up Here

Master Plan

Cooking
- Chicken, Beef
- Red Sauce

1. <i>Trichostema</i>	2. <i>Trichostema</i>
3. <i>Trichostema</i>	4. <i>Trichostema</i>
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Waste
Control

Coastal Plaza
10000 Coastal Plaza
Coastal Plaza
Coastal Plaza

NEW



MASHUP
CLASSIC
SWEET
SOUR



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MASHUP



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New York

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CEUNK

- N -

CHIP

Home of the Sammich[®]

Effects of our 12-month
programme

சென்னை நகர சபை

STEP 3

2008 © Blackwell Publishing Ltd
Journal of Internal Medicine 263: 213–223

SOCIAL MEDIA

INSTAGRAM

4

PAID PROMOTION

Will help capture a targeted audience who love FOOD.



TASTEMADE

Followers: 5.8 M

[Tastemade Sample Video](#)



BUZZ FEED TASTY

Followers: 17.5 M

[Buzzfeed Tasty Sample Video](#)



INSIDER DESSERT

Followers: 1 M

[Insider Dessert Sample Video](#)

Tastemade



- 56% of viewers of ages of 18-34
- over 200 million viewers; 2 billion views per month
- “marries brand values with storytelling to elicit action”
- Close to one million YouTube subscribers
- One has to pitch their business, and once you are chosen they work with your budget

Tasty



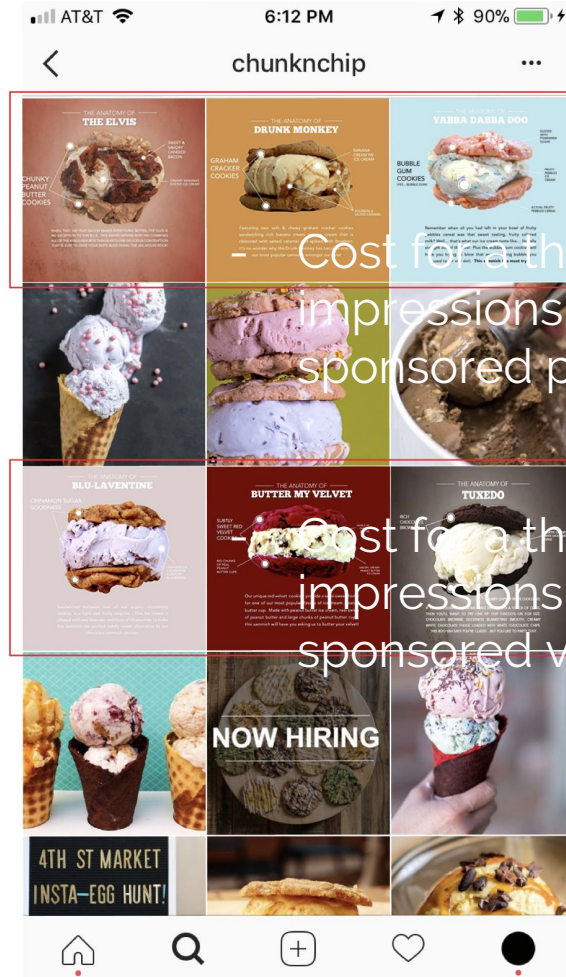
- Reach and scale
- ENGAGEMENT
 - High count of comments and views
- Well-established, loyal audience
- Based on your budget
 - 0 - 10K
 - 10 - 25K
 - 25 - 50K

Insider Dessert



- Based on your budget, they will create videos, interactives, infographics, and articles
 - Two options for budget
 - < \$ 25,000 K
 - > \$ 25,000 K
- Well-established, loyal audience
- Large audience across platforms
 - 4.1 million Facebook followers
 - 1 million Instagram followers
 - 1.7 million YouTube subscribers

Instagram



Bring back "THE ANATOMY OF THE..."

- Cost for a the island to
impressions for a
sponsored photo = \$20

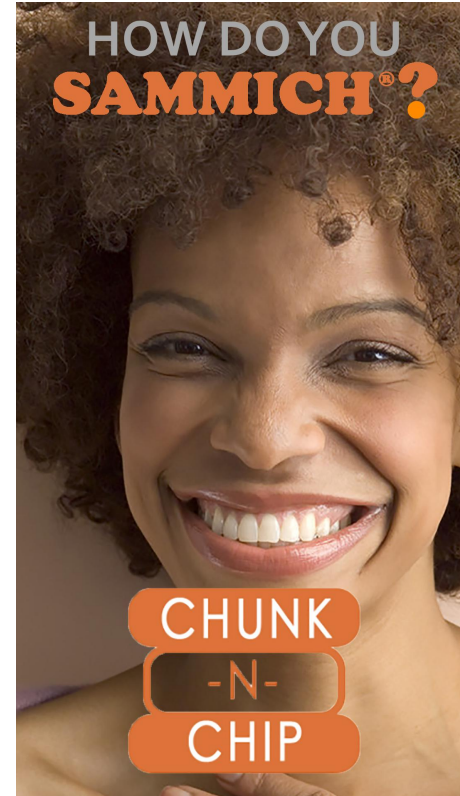
- Cost for a the island to
impressions for a
sponsored video = \$50

Move the only copy into the actual caption of the post instead of in the graphic.

SNAPCHAT FILTERS



HOW DO YOU
SAMMICH®?



SNAPCHAT FILTERS

**CHUNK
-N-CHIP**

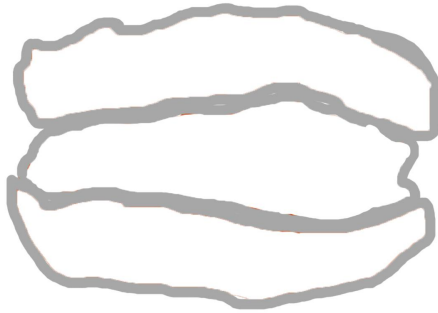


4TH STREET MARKET



4TH STREET MARKET

INSERT YOUR
SAMMICH®
HERE



**CHUNK
-N-CHIP**



CONTEST IDEAS

Featured Sammich® of the month contest

- Contest runs from May 1 through July 15
- Post a picture of their custom made sammich with the @chunknchip & #MySammich
- Winner's Sammich® is featured on the TV for the month

Daily Contest to increase of the handcrafted Sammich®

- Use @chunknchip & #MySammich when posting to instagram
- Post must receive over 200+ likes to win a free cookie or a BOGO Sammich®

Rules for Contest

- Must be following @chunknchip to win any of the contests
- Photos should include a paragraph up to 100 words describing their Sammich®



BUDGET

→ **Snapchat Filters:**

\$5-20 depending on size, amount of time, and features of filters.
Last up to 1-30 days per 20,000 square feet

→ **Instagram**

\$20 - \$40 depending on impressions

→ **Local food bloggers** \$50 per hour minimum for content creation,
\$100 per hour for photography, and \$100 per 10,000 page views

→ **Buzzfeed, Insider, Tastemade** Depends on one's budget