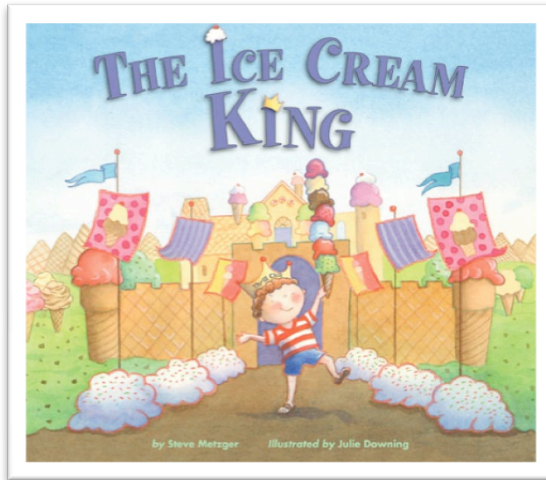


The Ice Cream Problem

Use the phrases you have learned to complete the tasks.



1. Discussing the Problem

Your ice cream company *The Ice Cream King* has a lot of ice cream cafes across the country. You are one of the best-known ice cream brands. However, recently sales have dropped dramatically. Sales have fallen 20% over the past two years and the company's market share has fallen from 70% to 55% since 2009.

There are several factors causing this:

- a rival chain of ice cream cafes has opened up
- most of your ice cream flavors are aimed at adults
- your brand's image is quite old fashioned
- your range of flavors has not changed for many years
- many of your cafes do not have car parking facilities
- people nowadays are more concerned with eating healthily

Choose a team leader. Then, in your group, come up with some proposals to improve sales.

Proposals:

2. Creating a new ice cream flavor:

You decide to improve your image by launching a new line of interesting new and modern flavors. Here are some of the proposals that your ideas team have come up with:

- a range of traditional Japanese flavored ice creams
- a range of wacky flavors such as spicy and cream soda flavor
- a range of flavors based on the movie Charlie and the Chocolate Factory
- a range of Disney ice creams
- a range of 'healthy' fresh fruit ice creams
- a range of organic soy milk ice creams
- a human breast milk ice cream called Lady GaGa

Which of these ideas are best? Or can you come up with a better idea of your own?

Chosen Ideas:

3. Marketing: Create a Commercial

Now create an advertising campaign for your company's new flavors. Think about:

- where you will advertise
- the selling techniques you will use
- a unique selling point
- target audience
- endorsements or product testimonials
- copy / slogan / catchphrase

Be ready to present your **ideas**: