



! IMPORTANT GUIDELINES NOTICE

Please note: The winning written projects from this event are based on the **previous year's competition guidelines**.

While these sample projects serve as valuable references for understanding competition format and expectations, the guidelines have been updated for the current competitive year. The previous 10-page written entry is now a 20-slide pitch deck.

For 2025-2026, all participants must refer to and follow the guidelines in the DECA Guide when preparing their competitive event projects. Using outdated guidelines may result in disqualification or penalty points being deducted.

Integrated Marketing Campaign-Service

Honey and Mackie's



Wayzata High School
4955 Peony Ln N,
Plymouth, MN 55446

04/01/25

Aman Agrawal
Sricharan Kanajam
Prohitt Ram Kumar

Table of Contents

I. Executive Summary.....	1
II. Description of Service.....	2
III. Campaign Objectives.....	3
IV. Campaign Target Market.....	4
V. Campaign Activities and Schedule.....	5
VI. Budget.....	9
VII. Key Metrics.....	10
VIII. Bibliography.....	10
IX. Appendix.....	10







I. Executive Summary

Description





Honey and Mackie's is a local **ice cream** and **fries shop** that offers a wide variety of flavors and food options to satisfy every customer's cravings. The store's **family-friendly** environment, paired with employees' dedication to **quality and creativity**, creates a sweet experience for the Honey and Mackie's **community**.

Target Market

Primary

-  Parents with young children
-  Middle -> Upper Middle Class
-  Enjoys Family Time
-  Plymouth / Maple Grove

Secondary

-  Students (14-21 year olds)
-  Shops often
-  Enjoys spending time with friends
-  Wayzata High School, Providence, University of Minnesota

Budget

\$15,730

Expenses

\$42,840

Revenue

172%

ROI

Goals



Increase Revenue

- \$778,810 to \$821,650
- 5.5% increase



Increase Customer Base

- 62,590 transactions to 65,720 transactions
- 5% increase



Increase Recurring Customers

- loyalty program
- client retention rate 20%



Increase Digital Presence

- Tik Tok: 850 to 1,100 followers
- Instagram: 8,000 to 9,500 followers



Social Media Following

- TikTok/Instagram



Customers

- Purchasing volume
- Loyalty Program



Brand Image

- Surveys
- Reviews

Campaign

EVENT	JUNE 4	JULY 18
Flavor Competition		
Scoop-n-Score		
Treat Trail		
Scoop out of School		
NAMI Fundraiser		
IOCP Food Drive		

II. Description of Service

Honey & Mackie's is a **family-owned ice cream and fries shop** that offers a rotation of **refreshing flavors** while also honoring the **classics**. Ice cream is crafted **daily in-store** and made with all **whole ingredients** and **no preservatives**. Honey and Mackies also offers other tasty treats, like **milkshakes, malts, and ice cream sandwiches**, which can all be made with flavors of the customer's choice. Every scoop is crafted with care, ensuring a **rich and creamy** experience in every bite.



Alongside its signature ice cream, Honey & Mackie's serves **State-Fair quality french fries** that are **cut, fried, and seasoned daily**. Customers can top their fries with nacho cheese, chili, and other seasonings to create **Honey and Mackie's Specialty Fries**. Finally, customers can purchase **specialty hot dogs** and **mac and cheese** to create a finished meal. This pairing of **sweet and savory** creates a delectable experience for guests.

Honey & Mackie's is a warm, welcoming spot where families and friends can gather for a relaxed and enjoyable experience. With comfortable **indoor and outdoor seating** and **board games**, Honey and Mackie's creates a warm, **family-friendly environment**. Their dedication to quality and creativity offers a unique experience for all. Honey & Mackie's is more than just an ice cream shop—it's a **place where sweet memories are made**.

STRENGTHS

- Rotating flavors - fit everyone's preferences
- Wide product line
- Family friendly atmosphere

WEAKNESSES

- Small reach - one location
- Only profitable during summer months: lose \$15-28k each non-summer month

THREATS

- Competitors have greater reach (Dairy Queen/Culvers)
- More people adopting healthier diets (Vegan/Flexitarian)

OPPORTUNITIES

- Expansion - 2nd Location
- Expand Delivery/Retail
- US Industry CAGR 5.07% 2024-2029

III. Campaign Objectives

Our “**Scoop into Summer**” campaign objectives will be based on metrics for the entire year of 2025. This is because Honey and Mackie’s sales are concentrated in the summer months, so statistics for the whole year will be similar to statistics for the campaign duration. Also, these year-long statistics were the only ones Suzzane was able to provide.

Increase Revenue

Increased revenue directly connects to sales and is easily measurable, making it a clear candidate for a goal. Honey and Mackie’s revenue in **2024 was \$778,810**, and we aim to increase revenue by **5.5%** to **\$821,650**. This is achievable because 2023 revenue was \$748,860, meaning the growth from 2023 to 2024 was 4%.

Increase Customer Base

More customers, more sales, more profit. Aiming for customer base growth is advantageous because it is **unaffected by price inflation**. The number of transactions and the number of customers have a direct correlation, so to measure customer base growth, we will track the growth in the number of transactions. Recent data show Honey and Mackie’s total transactions in **2024 were 62,590**, and we plan to increase this by **5%** to **65,720**. This is achievable because in 2023, the number of transactions was 60,480, so the growth from 2023 to 2024 was about 3.5%.

Increase Online Presence

Honey and Mackie's social media presence is crucial for **boosting brand visibility, attracting potential customers, and engaging current customers**. A study from Forbes indicates that **76%** of users have bought a product based on a brand’s social media posts, numerically supporting the benefits of social media marketing. We hope to increase Honey and Mackie’s Instagram following from **8,000 to 9,500 (18.8%)**, and their TikTok following from **850 to 1,100 (37.5%)**. This growth is reasonable because our campaign will increase Honey and Mackie’s post frequency and improve content to better inform customers and persuade their decision to buy.

Increase Recurring Customers

According to a 2024 Forbes study, small businesses get about **60%** of their revenue from recurring customers. Having a loyal, recurring customer base is key to success for any business, and this statistic highlights its importance for small businesses especially. Currently, Honey and Mackie’s do not track the number of people signed up for their phone number system, and not all recurring customers use this system in the first place. Our campaign aims to replace this phone number system with a loyalty program and aims for **20%** of customers to sign up for this.

IV. Campaign Target Market



Primary Target Market

Demographics

- 30 to 40 year old parents with young children
- Middle Class to Upper Middle Class

Behavioral

- Buys local
- Eats Ice Cream once a week
- Shops often

Psychographic

- Adventurous
- Spends time with family
- Keeps children happy

Geographic

- Plymouth, MN
- Maple Grove, MN
- Suburban



Secondary Target Market

Demographics

- 14 to 21 year old students
- Middle Class to Upper Middle Class

Behavioral

- Buys Local
- Eats Ice Cream often
- Spends time with friends

Psychographic

- Adventurous
- Socially Active
- Enjoys being outside

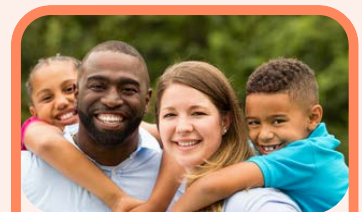
Geographic

- Plymouth, MN
- Maple Grove, MN
- WHS, Providence, UoM

Why Parents? (Primary Target Market)

Our marketing campaign will primarily target **30 to 40 40-year-old parents with young kids**. The main drive for bringing this market segment to Honey and Mackies is their kids, who love ice cream and convince their parents to buy it. Since parents are the ones generating demand with their ability to buy, our campaign will focus on them. To a similar extent, the parents also enjoy ice cream and want to spend time with their family.

Our target market will generally be people who are **middle to upper-class**. The Plymouth-Maple Grove area has a high average household income of \$130,131 and \$127,001, respectively, compared to the national average of \$80,610 and the Minnesota average of \$84,313; however, our campaign will not target certain income levels so as to not alienate potential customers.



Michael & Molly

- Parents of 2
- Health-conscious
- Wants to build memories with their kids

Why Students? (Secondary Target Market)

Our campaign's secondary target market will be **14 to 21 21-year-old students**. With **nearby high schools**—such as Wayzata High School, Armstrong High School, Providence Academy, and PCI Academy—and college students coming back home for the summer, Honey and Mackie's area has a **large student population**. About **24%** of residents in the Plymouth-Maple Grove area are **18 and younger**, according to the 2020 census (23.7% and 24.4%, respectively). These students enjoy spending time with friends, and our marketing campaign will promote Honey and Mackies as the ideal location to do this.

Honey and Mackie's wide product line, from classics to new and fun flavors of ice cream and fries, means that there are items to meet every customer's psychographic preferences. Our target market consists of people in the Plymouth-Maple Grove area who value placement utility and choose Honey and Mackie's because it is closest to them. Additionally, they feel good about buying from a small business as opposed to a larger ice cream chain. According to *the International Dairy Foods Association*, 73% of consumers eat ice cream at least once a week during the summer, so we will target weekly recurring consumers.



Anne & Hua

- Students at Wayzata High School
- Eats out with friends often
- Active on Social Media

V. Campaign Activities and Schedule



Our “**Scoop into Summer**” campaign will run from **June 4th, 2025**, to **July 18th, 2025**, a timeframe of **45 days**. We have chosen this time frame because the summer months are the busiest for ice cream sales, and this is when students—our secondary target market—get out of school.

EVENT	JUNE 4	JULY 18
Flavor Competition		
Scoop-n-Score		
Treat Trail		
Scoop out of School		
NAMI Fundraiser		
IOCP Food Drive		

Methods of Marketing



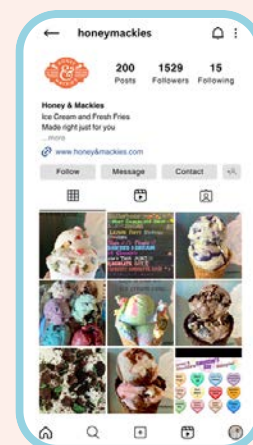
Word of Mouth

The Scoop into Summer campaign will be **integrated** around Honey and Mackie’s **local community**. With only local events, Honey and Mackie’s will solidify its **brand image** and generate positive amplified **word-of-mouth marketing** from our target market. This campaign is designed to **engage** the community while also **giving back** to them not only by selling ice cream but also with a food drive and charitable fundraiser.



Social Media

To increase Honey and Mackie’s social media following, our campaign will increase post frequency and improve post content on **TikTok** and **Instagram**. Currently, Honey and Mackie’s has **daily posts** that inform customers of what flavors are in rotation. Our campaign will increase post frequency with additional **weekly posts** promoting different food items as well as **special posts** to promote each campaign event. These posts will contain engaging content that will inform our target market about the benefits of Honey and Mackie’s and persuade them to make a purchase. This social media marketing will generate more marketing-qualified leads (people who interact with marketing materials and express interest in the store’s products). This will increase Honey and Mackie’s reach and customer base.



Why use TikTok and Instagram for Honey and Mackie's social media marketing? In addition to Honey and Mackie's already large following on these platforms, **65% of TikTok users are 13 to 24 years old**, and about **15% to 20%** are **30 to 40 years old**, making it an ideal platform to reach our target markets. This, paired with TikTok's **95-minute daily average** use and **4.25% advertisement engagement rate**, makes TikTok an extremely engaging platform. Its short video format allows Honey and Mackie to connect with customers in creative and impactful ways. If TikTok gets banned in the US, Honey and Mackie's will focus more on Instagram, as TikTok users are likely to transition to Instagram if TikTok gets banned. **Instagram** offers image and reel options with 58 times higher engagement than Facebook and 120 times higher than X. **37%** of Instagram users are **13 to 24 years old**, and about **20% to 25%** are **30 to 40 years old**, so Instagram is also a great way to reach our target market



Posters and Signs

To further promote each campaign event, Honey and Mackie's will create posters and signs. The location of these will depend on the campaign event. For example, the Treat Trail loyalty program will have a poster stuck on the back of the cashier's transaction iPad. This point-of-sale marketing fits the loyalty program because it relates to giving rewards for purchases. Posters are an effective advertising medium for Honey and Mackie's because they are low cost and they align with the brand image of a family friendly local business.

Campaign Events



June 4th - July 18th

Flavor Competition (Full Campaign)

The Honey and Mackie's Flavor Festival Event will allow Honey and Mackie's customers to **create their own unique flavors** to be added to the menu! The Flavor Festival will consist of **3 steps**:



Honey and Mackie's customers can submit their flavor ideas through an HM Instagram poll. On *June 20th*, submissions will close, and HM will nominate the top 10 feasible flavor concepts as candidates for Step 2.



Customers can vote for their three favorite flavor concepts both in-store and on social media. Customers who visit the store and make a purchase can place an additional vote. On *July 4th*, voting will end. The creators of the top 3 most popular flavor concepts will receive HM gift cards to use both in-store and online, and the winner will have their flavor featured in HM for a limited time

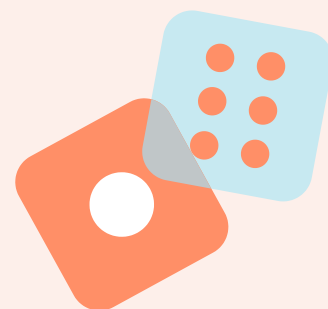


These flavors will be crafted and made available in-store on *July 18th*, allowing HM 2 to 3 weeks to make these concepts a reality. Customers can then enjoy the flavor they voted for!

The Flavor Festival Contest is a great way for Honey and Mackie's to **engage with their community** and will allow customers to participate. The contest will help us achieve our campaign goal to **increase social media presence** because the whole contest is run through social media: to participate, customers must follow our social media account and interact with posts frequently. Furthermore, customers will be more likely to purchase ice cream flavors that they created and voted for, helping us meet our **revenue goal**.

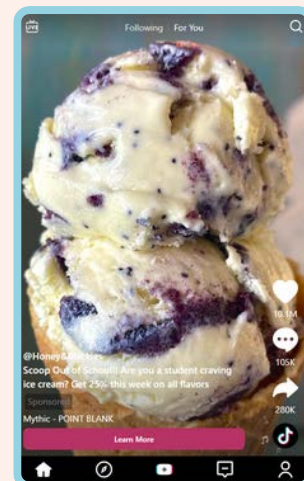
Scoop-n-Score Game Night (Every Tuesday Night)

As a business centered around community involvement, Honey and Mackies will host a family fun night to increase customer engagement. Every Tuesday evening, families can participate in games like **trivia contests, bingo, scavenger hunts**, and other **board games** in-store to win branded prizes. These activities create fun moments for families and also provide the perfect opportunity for Honey and Mackies to solidify its **brand identity** as a **fun, inclusive**, and family-friendly business that brings people together. Additionally, by using branded prizes such as gift cards and free scoop vouchers, Honey and Mackies can seamlessly integrate their branding with the consumer experience. These prizes entice customers to come in-store and make a planned purchase, and the games encourage customers to stay in-store longer, which increases the chance of an impulse purchase. This event is a pull factor for customers to come into the store on Honey and Mackie's current least busy weeknight, which will help us meet our **revenue, customer base, and recurring customer goals**.



Scoop Out of School (June 4th-7th)

As the school year wraps up and the summer heat rolls in, there's nothing better than ending the year by celebrating it with some ice cream. Our Scoop out-of-school event offers **25% off ice cream** to all **students**, running for a short period from June 4th to 7th. This is because Armstrong High School, Wayzata High School, and Providence Academy get out of school on the 4th, 5th, and 6th, respectively, so these dates are ideal for capturing the attention of our secondary target market. This activity directly targets our **secondary target market** and aims to create a memorable experience for these students so that they come back to Honey and Mackie's throughout the summer. This will help us meet our **revenue and customer base goals**.



Treat Trail (Full Campaign)



Honey and Mackie's will implement a new **loyalty program** in the form of a **Candy Land-based path** called **Treat Trail**. Customers will advance one tile after each scoop or item purchased. For example, a double scoop and fries would advance three tiles: one for each scoop and one for the fries. After reaching a certain tile number, customers will earn a **free reward**, such as a **free cone** or a **size upgrade**. Customers will sign up using their phone number. After every purchase, the cashier will enter the phone number at the point-of-sale and show the customer their advancement along the Treat Trail. Customers will also be able to check their Trail at home through **Honey and Mackie's website**.

Honey and Mackie's currently has a **phone number system** implemented as its loyalty program, which only a small amount of customers are enrolled in. The customer saves a small amount on every purchase, and they are usually unaware of how much they save, so the program does not incentivize them to return. The treat trail improves the reward system by giving the customer a reward after multiple purchases, so the amount of loss through discounts is similar, but now the customer has a **tangible reward** to look forward to. Also, the customer can see exactly how close they are to the next reward. This new and improved loyalty program will incentivize customers to come back to reach our recurring customer and revenue goals.

NAMI Fundraiser (June 27th)

Honey and Mackie's, like every business, has a **social responsibility** to help its **community** and its customers. During this campaign, Honey and Mackie's will help **raise funds** for the **National Alliance on Mental Illness Minnesota (NAMI)** and, in the process, help **raise awareness** for mental health. "Through education, support, and advocacy, NAMI Minnesota champions justice, dignity, and respect for all individuals and families affected by mental illnesses." On **June 27th, National PTSD Awareness Day, 15% of all revenue** will go to NAMI to help support their operations.



The **COVID-19** pandemic unveiled a **nationwide mental health crisis**, making the world more conscious of problems such as depression. In Minnesota specifically, a 35-year-long telephone survey administered by the University of Minnesota identified **healthcare (28.9%)** and **social issues (15.9%)** as **two of the top three problems facing Minnesotans**. Sadly, mental health greatly affects high schoolers, our **secondary target market**. According to a report from the Centers for Disease Control and Prevention, **4 in 10 high school students** have persistent feelings of **sadness or hopelessness**. A lesser yet still concerning percentage of adults also struggle with their mental health. These statistics show that mental health is an issue affecting our target market that Honey and Mackie's has a social responsibility to combat.

IOCP Food Drive (June 30th, July 7th, July 14th)

During this campaign, Honey and Mackie's will partner with **Interfaith Outreach Community Partners (IOCP)** and **engage the community** to donate food to their food shelf. The IOCP's mission is to strengthen our community by meeting basic needs and equipping individuals and families for ongoing stability. To meet this mission, they provide a food shelf, clothes rack, housing assistance, and other services to lighten Hennepin County residents' financial burdens. Partnering with this organization aligns with Honey and Mackie's **brand image** as a local business because the IOCP is located 5 minutes away from the store, giving back to the Hennepin County community.

During our time volunteering at the IOCP through DECA and our local Volunteer Club, we learned that the summer season is the time when the food shelf's demand is increased. This is because parents' financial burdens are increased by their kids who can no longer get free meals from school—a direct connection to our primary and secondary target market. This is why during the last three Mondays of the campaign, Honey and Mackie's will donate **a pound of fruits or vegetables** for every customer who orders an item in-store. Throughout the campaign, Honey and Mackie's will collect additional customer donations in-store to be transported to the IOCP.



VI. Budget

Our Scoop into Summer campaign budget is designed to be realistic for Honey and Mackie's small business size. The **total cost** of the campaign will be **\$14,580**. Revenue from the campaign will come from achieving our campaign goals of increasing revenue, customers, and customer retention rate. The **total revenue** from this will be **\$42,840**, along with numerous other qualitative benefits. The Scoop into Summer campaign's **ROI** will be **194%**.

<u>Activity</u>	<u>Expense</u>	<u>Cost</u>
Social Media + Posters	Total Production Budget	\$200
Flavor Competition	Prizes	(\$75 for 1st) + (\$50 for 2nd) + (\$25 for 3rd) = \$150
	Flavor Production (R&D, Packaging, etc.)	\$700
Scoop-n-Score	Games Prizes	(\$5/scoop)*(4 scoops/night)*(7 nights) = \$140
Scoop out of School	Student Discounts	(\$1.5/scoop)*(6,000 tot. students)*(0.07 conversion rate) = \$630
Treat Trail	Loyalty Discounts	(\$5)*(800 users) + (\$3)*(1,400 users) + (\$1)*(3,600 users) = \$11,800
	Program Development	\$600
NAMI Fundraiser	Donation	(0.15% of revenue)*(\$6,200 est. revenue) = \$930
IOCP Food Drive	Matched Can Donation	(\$0.96/pound of vegetables)*(200 customers/day)*(3 days) = \$580
Total Campaign Cost:		\$15,730

Total Cost:
\$15,730

Revenue:
\$42,840

ROI:
172%

VII. Key Metrics



Quantitative



Social Media Following

We will track growth in our online following by monitoring follower count and engagement rates. Our goal is to achieve 2000 total Instagram followers and 700 total TikTok followers by the end of the campaign. Reaching these milestones signifies a stronger social media presence, which allows Honey and Mackie's to build a strong brand identity and presence among our target market.



Customers

Honey and Mackie's will measure the number of customers that visit the store during our Scoop into Summer campaign by tracking the number of transactions made. By comparing the number of transactions made during the campaign to pre-campaign benchmarks, Honey and Mackie's can establish growth in transactions. Since customer base and transaction have a direct correlation, a 5% growth in the number of transactions will meet our goal of increasing the customer base.



Recurring Customers

To track recurring customers, Honey and Mackie's will take the number of transactions made by customers signed up for the loyalty program, compare this number to the total transactions, and establish the percent of transactions made through program members. This metric directly correlates to our recurring customer base. We have no set numerical goal for this campaign, however, we aim to begin tracking recurring customers so the company can set recurring customer goals in the future; however, we hope to have 20% of customers signed up for our new loyalty program by the end of our campaign.



Qualitative



Customer Satisfaction + Brand Image

Customer satisfaction and brand perception will be gauged through surveys, in-store feedback, and online reviews. Encouraging satisfied customers to leave positive reviews and addressing negative feedback will strengthen Honey and Mackie's brand image as well as show the establishment's commitment to improvement.

VIII. Bibliography

<https://www.forbes.com/advisor/business/social-media-statistics>
<https://www.idfa.org/ice-cream-sales-trends> <https://www.census.gov/quickfacts/fact/table/plymouthcityminnesota/PST045223>
<https://www.ibisworld.com/us/industry/minnesota/ice-cream-production/28313/> <https://www.pewresearch.org/short-reads/2023/04/24/teens-and-social-media-key-findings-from-pew-research-center-surveys/>
<https://www.idfa.org/ice-cream-sales-trends#:~:text=When%20and%20how%20often%20do,ice%20cream%20in%20the%20evening.>
<https://www.megadigital.ai/en/blog/tiktok-age-demographics/>
<https://www.wordstream.com/blog/ws/2021/02/08/instagram-ads-cost>
<https://www.seowithdavid.com/average-conversion-rate-for-instagram-ads/>
<https://www.forbes.com/councils/forbesbusinesscouncil/2024/09/19/how-to-boost-revenue-with-loyalty-programs/#:~:text=As%20business%20leaders%20seek%20more,revenue%20comes%20from%20repeat%20customers.>

IX. Appendix

Our team worked with Suzanne Varecka, the owner of Honey and Mackie's, to obtain key insights about their operations and access the company's finances to create a realistic marketing campaign. She approved our campaign to be run in-store this summer at Honey and Mackie's!