

HALO TOP®



How Halo Top Creamery Used Smart Strat Com to Become America's Best-Selling Pint

History

Founded in 2011 by LA lawyer Justin Woolverton, Halo Top became the top-selling new food brand in 2017. Woolverton created the first Halo Top pint with the vision of redefining how Americans indulge. However, his success didn't happen overnight. Just two years before Halo Top received recognition as America's bestselling pint, Woolverton and his startup were on the verge of collapse. In 2015, Halo Top received a cease and desist letter from another brand, that claimed its packaging was too similar to its own. This led to a redesign for the brand. And with complaints from customers about the ice cream being too icy, Woolverton improved the recipe. With a better billboard and a better product, things picked up. People started enjoying his product and talking about it. In 2017 Halo Top quickly gained recognition amongst the most popular ice cream brands.



Brand Identity

Halo Top's branding and appeal is simple: a no-shame, guilt-free ice cream pint with low-sugar and high-protein. Each carton has roughly 240 to 360 calories, as opposed to 1,000 calories in a pint of Haagen-Dazs or Ben & Jerry's.

Smart Packaging

A) Gold foil that seals each Halo Top carton instructs its consumers to “save the bowl” and “stop when you hit the bottom.”

B) Caloric value is highlighted on each pint and becomes a main selling point

C) Bright-colored, slick and fun labels encourage consumers to pick up a flavor they haven't tried every time they go to the store



Knowing Their Customer

Halo Top's target demographic is health-conscious millennials. The brand capitalizes on Americans' love for ice cream and binge-eating but switches up the appeal. This care-free “eat a whole pint” attitude contributes to the customers' desire to indulge without the subsequent guilt.

PESO: How Halo Top Stands Out from Competition by Focusing On Non-Traditional Media

Smaller brands like Enlightened, So Delicious and Nada Moo have all seen a corresponding boost in sales, with the rise of healthier alternatives. With a combination of its strategic branding and appeal, Halo Top has grown a loyal base of consumers through influencer marketing, word-of-mouth and savvy social media. As the ice cream brand introduces seasonal flavors and new lines of treats, consumers keep coming back for more.

1. Paid Media

Halo Top's buzzworthy branding was made possible without traditional advertising. That's why it wasn't until 2019 that Halo Top launched their first National Ad Campaign as the market became more competitive. Their debut TV campaign featured Bachelor contestants and a specialized Halo Top creamery ice cream truck. Its main selling point was **"ice cream for adults."** Playing on the idea that kids want ice cream when they're happy, they created a bleak campaign to illustrate how adults need ice cream when they're not.



2. Earned Media

I Ate Nothing But Halo Top Ice Cream For A Week & Here's What Happened

LIFESTYLE

What Happened When I Ate Only Halo Top Ice Cream For 5 Days

Five days. Twenty-five pints. One cheesy bread craving college girl.



Meredith Davin
Duke University

A) Blogs

Consumers have posted blogs featuring Halo Top pints. In January 2016 a GQ writer published an article detailing eating nothing but Halo Top for 10 days. For potential consumers who frequent these sites, these articles and customer reviews were the push they needed to head to the store and pick up a pint.

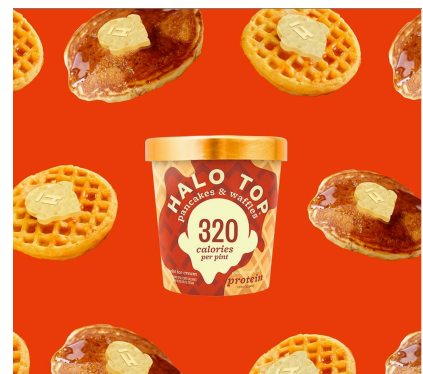
B) Press and Celebrity Influence

Halo Top has been in the press many times. Instyle magazine, Women's Health magazine, Bustle, Pop Sugar, BuzzFeed, and Food & Wine are some of the many websites Halo Top products have been spoken of in. Perhaps the most notable of press Halo Top received was from supermodel Karlie Kloss. In a 2017 Youtube video, Kloss spoke of her "obsession" with Halo Top, calling it her favorite cheat food. Other stars like Ashley Benson, Nina Dobrev and Hilary Duff have all posted on Instagram about their love for Halo Top as well. None of the celebrities were paid to post.

3. Shared Media

A) Social Media

If you've heard about Halo Top, it's most likely because of social media. Halo Top strategically used Facebook ads to target customers when they first started out. Now, Halo Top has turned to Instagram as its main form of shared media.



If you follow *halotopcreamery* on Instagram, expect authentic, aesthetic, and hip posts in your feed daily. With over 700K Instagram followers, Halo Top has used Instagram to grow a loyal fan base. They encourage their followers to engage on social media with conversational copy, product giveaways and mouth-watering photos that break up your feed. Halo Top creates messages and promotions that resonates with their customers, grabbing their attention and increasing product awareness.



B) Influencer Marketing

When Halo Top released new flavors, they sent free samples to fitness gurus for their review. They successfully identified their target market and chose a cost-effective way to promote their new flavors. Fitness gurus were the ideal influencers to collaborate with because their products are geared towards the health conscious individual.



Halo Top Taste Test Review (10 New Flavors!) - The BEST Low calorie Ice...

Travis S
5 months ago • 38,157 views
Original Halo Top: <https://www.youtube.com/watch?v=WQxNCBibQZo> Amanda's Channel: ...



HEALTHY ICE CREAM?! | Halo Top 10 NEW Flavors and Taste Test

Whitney Simmons
5 months ago • 97,831 views
Welcome back babes! THIS VIDEO IS NOT SPONSORED! You know your girl LOVES Halo Top ice cream so I had to test the...



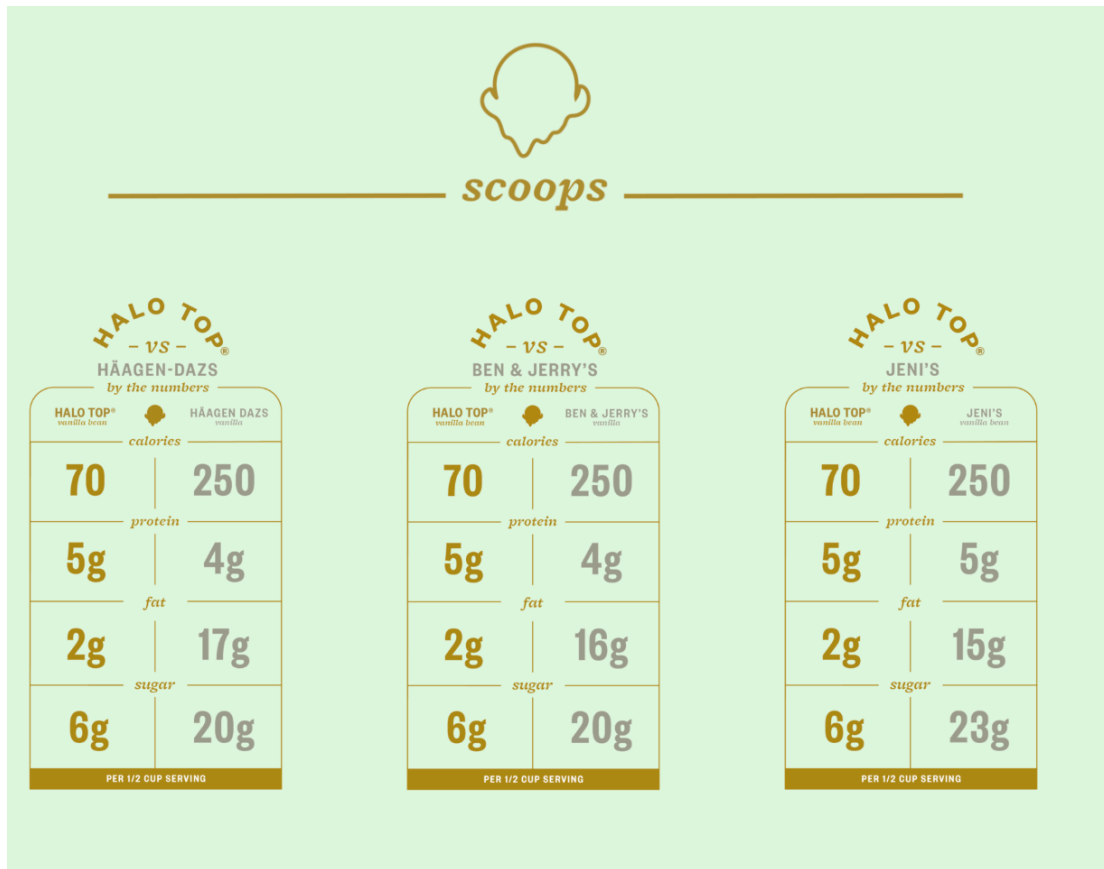
10 Pints of Ice Cream! | New Halo Top Flavors Review

Amanda Buccì
5 months ago • 66,080 views
Review starts at 5:18 of the new @halotopcreamery ice cream flavors, releasing today! Enjoy! --My Macro Ebook "The...

4. Owned Media

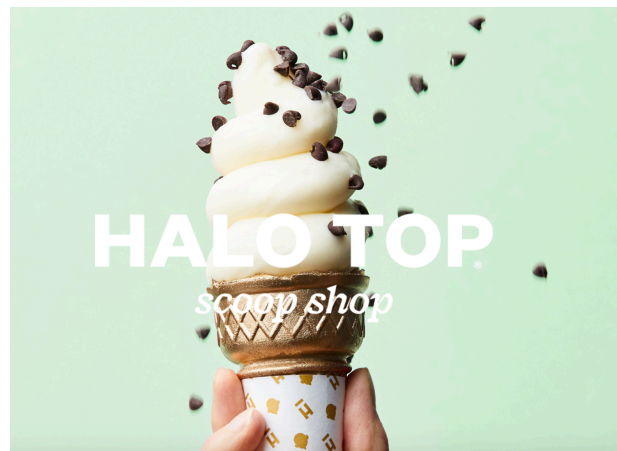
A) Website

Halo Top's website is as aesthetic and eye catching as its Instagram. Featuring all of their products, announcements, and TV campaigns, Halo Top successfully outlines their brand mission and vision on their website. The website even features an "Us vs. Them" tab, depicting how the brand stacks up against other major ice cream brands. The key to their successful website is transparency. Every question a customer has will most likely answered on their website.



B) Halo Top Scoop Shop

Halo Top launched three ice cream shops in LA that you don't feel guilty about visiting. They created a separate website for its release and published an eye catching menu online. Loyal customers and new customers alike headed to these shops to see what all the hype was about.



PR Vs. Advertising

Public Relations and Advertising have differences, but also a lot of overlapping similarities. Halo Top relied a lot on PR and publicity when they were first starting out, but turned to traditional means of advertising when the market became more competitive. Consumer and celebrity reviews of the product fall into the PR, earned media category. However, social media posts can fall into either category. It's difficult to define PR as distinct from Advertising. Halo Top employees created Halo Top's slogan, package design, and overall strategy, but the consumers are what keep the brand alive. Halo Top is a brand that successfully utilizes both PR and advertising tactics to remain successful through various forms and mediums for communication efforts.

Lessons to Learn- 5 Key Takeaways from the Halo Top Brand

1. Brands cannot simply rely on paid media as a form of revenue
2. Success first stems from a great product
3. Brands must create an authentic brand personality and identity to stand out
4. Influencer marketing has the power to grow any brand, it's just a matter of finding the right influencers
5. It's not a means of **if** brands should utilize social media, but **which** platforms and **how** they should tailor their messages for each one



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