

**Case Study 3: Compare and Repair**

**Halo Top Creamery and  
Ben & Jerry's**

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## **Executive Summary**

Our group analyzed two ice cream brands and their social media platforms in order to evaluate each company's strategy, then make the necessary repairs to their social media plans. The two ice cream brands include Halo Top and Ben & Jerry's. We researched each of these companies and their backgrounds to determine their goals and strategies, then compare these with their utilization of social media. The platforms we analyzed consisted of Facebook, Instagram, Twitter, Pinterest, and YouTube, with the addition of an examination each company's website. We conducted our research within a two month period, and created graphs and charts to depict important findings from our research. These findings included engagement trends, posting patterns, and categorical analyses. These pieces of information, along with our connections matrix and network analysis, helped us further evaluate each company's presence on social media in more detail. After reviewing each platform individually, using channel-specific evaluation tools to grade both Halo Top and Ben & Jerry's, we created a more broad evaluation tool to review each company as a whole. The 5 C's of Social Media, which consists of Coordinates, Content, Channels, Connections, and Corrections, was a key source of information that helped us outline our evaluation tool. These results led us to find the holes in each of their strategies, and therefore come up with thorough points to repair them. By being able to note the differences in the portrayal of each brand, we are able to create a more comprehensive plan for these companies going forward. Overall, this case study uncovered the fact that social media effectiveness, as well as alignment and connection with goals and strategies, is crucial to improvement and growth within a company.

## **Introduction**

In the following case study, we were instructed to first, compare the social media presence of two competing brands, and second, prepare recommendations for repairs for each brand's social media. We chose to compare and repair the social media of two competitors in the ice cream industry: Halo Top Creamery and Ben & Jerry's. In order to do so, we reviewed each brand's social media presence across multiple platforms for a two month period. From this examination and analysis, we then were able to evaluate their effectiveness, based on the evaluation tools we crafted. Depending on the results of this evaluation, we developed suggestions for repairs that we feel would enhance each brand's social media strategy.

## **Brief Company Overviews**

### **Halo Top**

Halo Top Creamery is a relatively new ice cream brand that specializes in low calorie, low sugar and high protein ice cream. It was founded by former lawyer, Justin Woolverton, who came up with the idea because of his hypoglycemic diet restrictions (Calderone, 2017). It started out as Woolverton experimenting in his own kitchen to make ice cream for himself, and then eventually expanded into the rapidly growing company it is today. It started by selling ice cream in Los Angeles, before expanding across the United States, and even into other countries, such as Australia and Singapore. Currently, Halo Top only offers about 17 flavors (Calderone, 2017). However, having more limited flavor options hasn't hindered sales. Halo Top's sales have recently surpassed more established competitors, such as Ben & Jerry's and Haagen-Dazs (Calderone, 2017). It has quickly built a cult-like following and gained the support of notable

celebrities such as Brie Larson and Karlie Kloss (Calderone, 2017). This following has been built up through word of mouth and social media, rather than traditional forms of advertising.

Woolverton has publicly explained that his strategy is to promote the brand primarily through social media, because he believes it is the most cost-effective and authentic way to reach customers (Liffreing, 2017). The social media accounts are managed by an in-house team, to preserve what Woolverton feels is their most authentic and original brand voice (Liffreing, 2017).

### **Ben & Jerry's**

Ben & Jerry's is one of the most highly recognized ice cream brands in America. It was founded in 1978 by Ben Cohen and Jerry Greenfield, who had originally wanted to start a bagel company, but settled for ice cream because the equipment was cheaper. They opened their first ice cream shop in a renovated gas station in Burlington, Vermont, and from there, the company continued to grow. Today, Ben & Jerry's operates 577 stores and services 38 countries ("Fast Facts," n.d.). Its growth led to it being purchased by Unilever for \$326 million in 2000 ("2016 Social," n.d.). However, through it all, the brand has never lost sight of its mission to not only sell good ice cream, but also to practice and promote social responsibility. In 2012, Ben & Jerry's became the first wholly owned subsidiary to gain B-corp certification ("2016 Social," n.d.). Basically, this certification means that Ben & Jerry's "uses the power of business to solve social and environmental problems" ("2016 Social," n.d.). Ben & Jerry's makes a point to express and honor this commitment through both actions and words, and this is also evident in their social media presence. Their social media accounts, which are managed by an in-house social media team, have garnered attention by experts. According to a 2016 report by social media

analytics platform NetBase, Ben & Jerry's has the best social media presence of any U.S. restaurant chain. Not only did Ben & Jerry's place first, but the brand did so by a fairly wide margin: 5,627 mentions per dollar in sales. That's 39% higher than second-place Chipotle's score and nearly double than that of Starbucks (O'Brien, 2016). Ben & Jerry's notoriety as a brand, and now as a voice on social media, only helps to enhance their position in the industry.

## **Goals and Strategies**

### **Halo Top**

Before assessing each brand's social media presence, we felt it was first important to identify each company's business goals, social media goals, and overall intended social media strategies. When it came to Halo Top's business goals, we felt they were fairly obvious. First, Halo Top wants to promote healthy ice cream. The company can only be profitable if it sells enough of its product, and the fact that their ice cream is more health-conscious is the unique selling point of Halo Top's product. Second, Halo Top wants to beat their less health-conscious competitors. This is evident on their website, when they directly compare their product to competitors such as Haagen-Dazs and Ben & Jerry's. Third, relating back to the first goal, Halo Top wants to make a profit. This is a pretty self-explanatory business goal of any for-profit organization. A fourth business goal that Halo Top has is to maximize their advertising budget. Woolverton, Halo Top's CEO, has said publicly that one of the reasons Halo Top is active on social media, but does not often advertise on traditional media, is because he feels social media is more cost-effective.

Based on these business goals as well as our research, we were able to identify Halo Top's social media goals. Woolverton has also said publicly that he has chosen to promote Halo Top on social media because he feels it keeps the brand more authentic and true to a "small business feel". Maintaining this brand identity is one of their goals. Another social media goal for Halo Top is to reach consumers who have specific dietary concerns. As mentioned before, Halo Top was designed with this consumer in mind, because they offer low-sugar, vegan and gluten free options. Social media is the main way they attempt to reach these specific people, and hopefully convert them into Halo Top fans. In addition to targeting those with specific dietary restrictions, another goal of Halo Top is to target millennials. This is evident through their trendy posts, which reference topics such as the TV show *Friends*, *Pokemon Go*, and *Harry Potter*, as well as their ability to capitalize on other popular social media trends, such as memes. Halo Top's fourth social media goal is to create an environment where two-way communication can happen. Instead of just pushing out their own content and not interacting, Halo Top actively shares, likes, and comments on other user's content. This enables fans and followers to feel as though they are not only interacting with the brand, but also building a relationship.

Based on the aforementioned business goals and social media goals, as well as our own research, we were able to infer Halo Top's current social media strategies. Their response strategy is to respond in fresh, original ways to each person. We noticed that on social media, Halo Top replies to user comments uniquely almost every time, rather than using a template or automated response. This relates back to their goal of building relationships and creating two-way communication, because this more organic response strategy is more conducive to making customers feel connected to and valued by the brand. As mentioned previously, another

social media strategy of Halo Top's is to use trends to promote their brand. They tie their products into trendy pop culture themes whenever possible. A third social media strategy Halo Top holds is to leverage social media rather than traditional media for promotion. Again, the purpose of this is to maximize budget, effectively reach their target audience, and maintain an authentic brand voice. One of the unique social media strategies leveraged by Halo Top is to use more user-generated content than content created by the brand. On many of the major social media platforms, Halo Top actually shares other users' content more frequently than posting their own.

### **Ben & Jerry's**

Ben & Jerry's business goals were fairly easy to identify, as they are clearly stated on their website. Ben & Jerry's identifies three major business goals in the form of categorized missions. They are as follows:

- Product mission: make good ice cream
- Economic mission: make money
- Social mission: be innovative/make the world a better place

Ben & Jerry's social media goals were not clearly articulated anywhere, and so we combined our research with our social media analysis to make inferences. We identified one of their main social media goals was to promote brand identity, rather than simply pushing products. Because Ben & Jerry's is well established and recognizable, they are now spending more time on informing the public of who they are as a brand, rather than simply the products they offer. As a certified B-Corporation, Ben & Jerry's also has the the unique (for an ice cream company) social media goal of using their brand as a platform for social causes, social awareness



and social responsibility. Because Ben & Jerry's has this unique classification, they have legally established their organization's dedication to advancing social causes, and this is evident in their social media presence. Through this goal, Ben & Jerry's is looking for more than just interaction on social media, but they are also aspiring to a higher call of action, such as raising money for social issues, and motivating people to take action against social injustice. One of Ben & Jerry's target audiences, in addition to ice cream lovers, is audiences with similar political and societal beliefs. Ben & Jerry's makes it a goal to reach these like-minded people and build a community. However, just because Ben & Jerry's makes it a priority to advance social causes, does not mean they have abandoned their product. They do also have a social media goal of informing their followers of new products, and various brand announcements. This includes posts about new flavors, or partnerships with Jimmy Fallon.

Based on our research and social media analysis, we were able to make inferences about the social media strategies currently leveraged by Ben & Jerry's. Their response strategy appears to be to format responses based on a template and to redirect customers to another communication channel. When reviewing past responses, we noticed that Ben & Jerry's responses were not automated, but many of them were very similar, suggesting that a template of suggested wording is used repeatedly, and then only the details are changed. Also, many of the responses suggested customers call customer service, or fill out a form on the website, rather than directly addressing the response right on social media. Another strategy currently used by Ben & Jerry's is to specifically use videos for new flavor announcements. This seemed to be a repeated method of sharing flavor announcements across platforms. Ben & Jerry's also forms strategic alliance with other organizations that have similar goals in regards to social causes.

Across their social media platforms, they frequently relate to and share content from other organizations that have similar values and viewpoints. They are also strategically working to build a community of individuals with similar values among general users, because in theory, this community can then work together to advance their social cause priorities. Directly derived from their goal of advancing social causes, Ben & Jerry's continues to employ the strategy of associating its brand identity with social causes overall. As previously mentioned, this is a unique, and very important aspect of the brand since it is a certified B-corporation.

## **Platform Analysis**

### **Research Method**

In order to evaluate each brand's social media strategies, we conducted an audit of their social media activity for a two month time frame (September 14, 2017 to November 14, 2017). We carefully monitored both Halo Top and Ben & Jerry's presence on social media across five major platforms (Facebook, Instagram, Twitter, Pinterest and YouTube), as well as their website. We used this research to evaluate effectiveness on each individual platform, as well as to assess each brand's overall social media strategy.

### **Active/Passive Platforms**

After doing an analysis of all of the platforms used by Halo Top and Ben & Jerry's, we categorized platforms into active and passive. It is very important to know the active and passive platforms in a social media audit. With this information, you can decide where to go, and if the active platforms should remain active. It also gives you a chance to see if your passive platforms should become active, or if they will be overlooked. Halo Top's active platforms are: Facebook,

Instagram and Twitter. The passive platforms include YouTube and Pinterest. Ben & Jerry's active platforms include Facebook, Twitter, Instagram and YouTube. Their passive platforms consist of Pinterest and Snapchat.

## **Facebook**

Halo Top and Ben & Jerry's have a strong presence on Facebook. This platform is actively managed with posts every day from both companies, ranging between 1-3 posts per day. We reviewed their activity on these platforms from September 14, 2017 to November 14, 2017. From this, we detected their social media strategies and patterns, and any similarities or differences between them.

Halo Top has a great presence on Facebook. Their posts are very consistent with posting 1-3 times a day. Halo Top has a main target audience of millennials that they gear their posts towards. Halo Top does a great job of reaching this audience, but we feel they could potentially move from reach to abundance to promote their brand further. With one of their goals being to reach the millennial audience, they are doing a good job of accomplishing this.

In our appendix, we have included screenshots from Halo Top's Facebook page that we feel exhibit some of their main posts. Halo Top is great at acknowledging not only major holidays, but also fun, lesser known events, such as "national sock day" as well. By posting unique posts, they are staying up to date with trends. Halo Top also has a surplus of posts in the announcements category. In mid November, Halo Top opened their first Halo Top ice cream store in Los Angeles. Halo Top posted multiple announcements gearing up to the opening of their store, and even more once the store was officially opened. Not only did they engage the audience with clever posts, but they started to do giveaways to fans as well. This was a great way

for them to actually involve their customers and expand their reach. Lastly, Halo Top is really good at customizing their responses to customers. After thoroughly analyzing customers posts on their page, most posts were not complaints but posts claiming the individual needed help to find a specific ice cream flavor or an answer to a general question. This shows that Halo Top is able to prevent complaints and currently has a relatively positive brand image. Halo Top's response time ranges between 11-19 minutes. When putting together our content distribution charts for Facebook we made 5 main categories for Halo Top's Facebook. Halo Top's five categories consist of trendy posts, giveaways, announcements, product posts and brand posts. Halo Top's top two categories consisted of thirty percent brand posts and thirty five percent product posts, while their lower categories consisted of eight percent trendy posts and seven percent giveaways. Overall, we feel Halo Top is effectively managing their Facebook.

Ben & Jerry's also has a very strong Facebook presence. Although Ben & Jerry's posts are a little less consistent, they do a great job of establishing a strong presence on this platform. Ben & Jerry's usually posts about once per day, although there are times when they go as much as 3 days without posting. We reviewed Ben & Jerry's Facebook account on the same timeline as Halo Top.

Ben & Jerry's is very unique in the way they navigate their social media platforms. The screenshots provided in our appendix demonstrate the presence Ben & Jerry's have on this specific platform. Ben & Jerry's does a great job of product announcement. Not only do they utilize celebrity Jimmy Fallon to promote their brand, but they create fun and engaging games to continue to drive customers to their sites. Ben & Jerry's also has a customized response to customers. In each response they address the specific individual's name and provide detailed

help. After looking through customer posts on the page, I could not find angry customer complaints, but again mainly specific product related questions. This promotes a positive brand image for this organization. Lastly, Ben & Jerry's is unique to the social media realm as a corporation because they are very vocal about social causes in today's society. As seen in the screenshots within the appendix, Ben & Jerry's played a huge role in the Pathway to Paris benefit. This is not the only social cause they are involved in, which shows their stance as more than just an ice cream business. After much discussion, we feel that this aligns with Ben & Jerry's stated goals and company mission.

Ben & Jerry's content distribution varies from Halo Top's. Ben & Jerry's content categories are trendy posts, announcements, social causes, product posts and brand posts. Ben & Jerry's have high percentages in brand posts, product posts and social causes coming in at twenty eight percent. Announcements come in at seventeen percent and trendy posts is roughly five percent. We feel that this content distribution chart aligns well with Ben & Jerry's stated business and social media goals.

As with the other evaluation tools crafted for each platform, the Facebook evaluation tool can be found in the appendix. Some of the major criteria we asked was "Are posts tailored to target audiences?" and "Is the brand successfully utilizing consumers engagement?". Overall for Facebook, Halo Top scored 93/100 and Ben & Jerry's scored 85/100.

## **Instagram**

We also dug deeper into Halo Top's and Ben and Jerry's presence on Instagram. Halo Top has been active on this platform since February of 2013 and currently has over 610,000 followers. Ben and Jerry's has been active on Instagram since February of 2011 and they have

over 750,000 followers. Right away, one distinct comparison is that Halo Top has been active two years less than Ben and Jerry's, which sets them apart.

We also analyzed what types of content are distributed on these platforms for each brand. First, we will start with an analysis of Halo Top's content distribution (this can also be found in the form of a pie chart in Appendix E). The number one thing that Halo Top posts are trendy posts which make up 47 percent of their content posted. That is followed by 19 percent of posts being product-centric. Making a distinction between what was classified as a trendy post and a product post was very difficult on this platform with this brand. Halo Top does a fantastic job making their product posts apply to their audience, making them funny, and relatable. There were some posts that clearly fit in one of the two categories, but there were many in which it was hard to distinguish which category it aligned with more.

Halo Top is also frequently reposting, which accounts for 16 percent of their posts. This is user-generated content, meaning that they will take a post from a follower who posted something about Halo Top and post it on their Instagram page. This content helps others know that people are eating this ice cream and really like it. Although Halo Top does a lot of reposting, you usually cannot tell which posts are a repost unless you click on them and see in the caption that it is a repost. This brand does a great job of making sure that their feed has a classy look to it and maintains a consistent aesthetic. One would think that a repost would stand out and may not follow the color scheme or look the brand uses, however, almost all of the reposts maintain this look and feel. The rest of their posts are broken down into these three categories: announcements (8 percent), giveaways (5 percent), and brand posts (5 percent). You can see a few example posts from Halo Top in Appendix F.

Ben and Jerry's content distribution is very different than Halo Top's. A chart depicting Halo Top's categorical breakdown can also be found in Appendix E. The number one thing posted by Ben and Jerry's is product posts coming in at 30 percent. This is closely followed by trendy posts which account for 28 percent of content posted. Unlike Halo Top, it was much easier to classify which posts fell into the trendy posts and which ones were product posts. There were some that were more difficult to classify but not nearly as many as Halo Top.

One thing that made this brand stand out compared to Halo Top was the number of videos (15 percent) and how to's (13 percent) that were posted. While Halo Top did have a few videos, they were not as prevalent as Ben and Jerry's. The how to's used Ben and Jerry's ice cream and gave recipe ideas for people to make with different flavors. The videos were fast-paced but referred viewers to the website for more details and the full recipe. The last two categories of posts for Ben and Jerry's included reposts at 9 percent, and announcements at 7 percent. One thing to note about their feed is that it does not look as "clean cut" or classy as Halo Top's, because they have a different aesthetic. However, they do a great job of drawing the audience into their posts and keeping people interested. In the Ben and Jerry's examples in Appendix F, one of the screen shots is of two people doing yoga while eating Ben and Jerry's. This attempts to show their audience in a humorous way that Ben and Jerry's can be eaten anytime and anywhere. This is a re-occurring theme on their feed.

We also took a closer look at their usage patterns in Instagram. We have included graphs to demonstrate these relationships. These graphs were made by tracking each post from each day during the two month designated time frame we included in our audit. In that spreadsheet, we tracked how many posts were published each day, how many likes and comments they had and

also classified each post. After all the information was gathered, we used that to make these graphs which shows the number of likes and comments on each post over the two months we analyzed. By doing this we were able to identify underlying patterns for our brands. Please note that these graphs are also located in Appendix G.



On the left side you will see two graphs indicating Ben and Jerry's likes and comments per post and on the right you will see Halo Top's graphs showing the same thing. The first thing we noticed when comparing these graphs is that Ben and Jerry's does not post every day. In fact, they have a pattern of posting about five or six days in a row and then skipping a day. On the flip side, Halo Top posts every day, although they did miss three days at the end of September (it was unclear why), and they have not missed a day since.

These graphs also unveil an interesting contrast between the brands. The first thing to point out is that if you look at both company's graph focused on their likes, you will notice large spikes for both brands. These spikes are on the days that they posted videos and videos are



measured by views rather than likes, therefore causing the spike. Also notice that the scales are not the same, Ben and Jerry's goes up to 450,000 and Halo Tops goes up to 120,000. This shows that other spikes on the Ben and Jerry's graph are more significant than they may appear but it makes sense because as stated earlier, Ben and Jerry's posts a lot more videos than Halo Top and has a better response to them.

The graphs in grey illustrate the comments on posts. At first glance, it might be perceived that Halo Top is struggling to get comments on their posts. However, a closer look would show that the scale on these graphs, like the others, are completely different. Halo Top's scale goes to 250,000 and Ben and Jerry's goes only up to 1,200. This is because there are two posts by Halo Top that just blow all the rest out of the water. Essentially, they are outliers. Both of these posts are for a giveaway and one has almost 200,000 comments and the other has almost 150,000 comments. With these two posts in the mix, it makes it look like all of the other posts from Halo Top have next to nothing for comments when really their other posts usually have more comments than Ben and Jerry's or around the same number of comments.

Given this information, we then evaluated each brand's Instagram presence. For our full evaluation tool please refer to Appendix H. Through our evaluation, we believe Halo Top is best at posting content frequently and all of their posts are audience sensitive. Halo Top posts every day and through the look of their posts as well as the fun spins they use to liven up their product, we feel the posts are very audience sensitive. Though they do well at posting consistently and gearing it toward their audience, Halo Top does not use hashtags with any of their posts which is a missed opportunity. By using hashtags it would help strengthen their brand and would use the platform to its best potential.

When evaluating Ben and Jerry's, we felt that they did really well using high quality pictures and also posted very consistently. Although they do not post every day, they do post 5 or 6 days on and then one day off. By doing this, they do not seem to lose any momentum from followers and it works well for them. Somethings they could improve on would be using the app to its full potential by using filters, hashtags, and tagging. Ben and Jerry's could also tailor their content more to their audience. Both of these things we believe would enhance their presence on this platform.

## **Twitter**

Both Halo Top Creamery and Ben & Jerry's actively manage accounts on Twitter. For each of these companies, we reviewed their account activity for two months, from September 14, 2017 to November 14, 2017. Based on these observations, we were able to detect patterns, and draw conclusions about similarities and differences.

Halo Top Creamery makes good use of their Twitter bio, by stating exactly what they do and why their product is unique in a clear and concise way. Their bio reads: "Decadent ice cream - for less than 300 calories per pint! All natural, high-protein and low-sugar". They also have a link to their website in their bio, which is an effective way to enhance connections. Ben & Jerry's also connects their Twitter bio to their website, and they also have it linked to their headquarters location. However, their bio is far less descriptive, as it only reads: "Peace, Love & Ice Cream". We also found that Ben & Jerry's has one flagship account, but also has multiple branded accounts that are targeted specifically to certain locations (such as Singapore or Australia), or that are specifically dedicated to certain elements of their brand, such as their

traveling ice cream bus. However, for the purpose of this analysis, we focused on the main flagship account.

Halo Top Creamery and Ben & Jerry's tweet with similar frequency. Over the course of the last two months, Halo Top Creamery averaged 1.1 tweets per day, and Ben & Jerry's averaged 1.3 tweets per day. However, one of the biggest differences between the way in which these brands manage their accounts is through the use of retweets. Halo Top Creamery retweets other users' contents very frequently, averaging about 1.6 retweets per day, with as many as 6 retweets in one day. On almost any given day, Halo Top retweets others' content more than they tweet their own. In contrast, Ben & Jerry's rarely retweets, as they average about 0.2 retweets per day, and often retweet only once or twice per week. Graphs representing this activity can be found in Appendix K.

There are also similarities and differences among the type of content posted on Twitter by each brand. Some examples of tweets from both brands can be found in Appendix I. Both brands include a visual element with nearly every tweet. However, the categories of their tweets vary quite a bit. Charts depicting each brand's content distribution can be found in Appendix J. Most of Halo Top's tweets are posts that describe their products (79%). However, these posts rarely have a call to action, and are usually just a catchy phrase and a stylish picture of their ice cream. The remainder of Halo Top's tweets are about trends (13%), contests (4%) or brand announcements (4%). Ben & Jerry's has a very interesting brand identity, since they are a certified B corporation, they devote a lot of their Twitter activity to social causes, rather than their product. 45% of Ben & Jerry's tweets are about social causes, and are totally unrelated to ice cream. Their product is discussed slightly less (37%), however it often contains a call to

action, unlike Halo Top. The remainder of their tweets discuss trends (5%), brand announcements (8%), or brand experiences/events (5%). Clearly, Ben & Jerry's has a much more varied categorical mix. However, this is likely due to their differences in goals. Halo Top is a newer company, and therefore one of their main social media goals is to increase brand awareness. It makes sense that they would devote a lot of time to promoting their product. Ben & Jerry's is far more established, and already has strong brand recognition. Therefore, they can spend less time promoting their product, and more time discussing their devotion to social causes, which is a unique element of their organization.

These two brands also have different methods of response on Twitter. Halo Top replies quickly to both positive and negative interactions. Their replies appear to be unique to each individual and consistent with their brand voice. Ben & Jerry's replies promptly as well, however, while their responses do not appear to be fully automated, they do follow roughly the same format and tend to redirect complaints elsewhere, rather than addressing them outright.

Hashtags are an important feature of Twitter, because using hashtags can help tweets gain more reach. Ben & Jerry's frequently uses hashtags to optimize their tweets, especially when tweeting about social causes. In contrast, Halo Top often does not include hashtags.

Another finding we found interesting in our analysis was the large difference between likes across the two accounts. Halo Top is a much younger company, and has only been on Twitter since 2012. Ben & Jerry's is a much older, more established company, and has been on Twitter since 2009. As you might suspect, because of this, Ben & Jerry's has far more followers than Halo Top Creamery (329,000 compared to 34,600). However, somewhat shockingly, Halo Top Creamery actually has far more likes. Halo Top has 35,000 likes on their Twitter page while

Ben & Jerry's only has 9,892 likes. This goes to show that just because Ben & Jerry's may have more reach, they don't necessarily have higher levels of engagement.

To assess each brand's use of Twitter, we crafted an evaluation tool specific to the platform. We found that both organizations are using Twitter pretty effectively, and in the end, had very similar scores. This was because there are certain things that both companies are doing right, and then there are certain evaluation criteria where Halo Top excels, but Ben & Jerry's falls short, and vice versa, causing the total score to be very similar. In the end, Halo Top slightly outscored Ben & Jerry's with a 87/100 compared to an 86/100. This evaluation tool can be found in Appendix L.

## **Pinterest**

We then reviewed the platform Pinterest. Pinterest was a considerably different platform to analyze because of its uniqueness with timeframe. We were unable to analyze the platform like the others because you are not able to see when the post was pinned or when a post was re-pinned. Once again, this made it difficult for analysis, but we were still able grasp the platform's uniqueness from a categorial standpoint. Pinterest is all about categories, whether it is with the boards that people create on their accounts, or the types of pins that you can search for as a user. The way a company categorizes their pins can expand their reach for the audience.

Both Halo Top and Ben & Jerry's utilize the platform. Each company uses the platform relatively in the same way, but each have different categories and number of categories. To begin, Halo Top has a total of 10 boards. The following are the categories that were evaluated for these boards: Product Based, Recipes, Miscellaneous, and Non-related. The Product Based categories included two boards, the Recipes category included three boards and the

Miscellaneous category included five boards. Halo Top did not have any boards in the Non-related category because there were no boards created by the company that had no relation to their brand or product.

Ben & Jerry's features many more board categories, with a total of 24 boards. The Product Based category included six boards, the Recipes category included five boards, the Miscellaneous category included five boards, and the Non-related category included eight boards. Ben & Jerry's had many more pins in the Non-related category than Halo Top because they are much more involved with social groups and try to represent their brand with many social causes, thus including more boards that did not have to do with their product.

Halo Top's Pinterest account is mainly product and brand based. Their thought process and strategy reflects strongly trying to reach their target audience. On their Pinterest account, many of their pins show pictures of their product associated with current trends or seasons. They also are involved with their followers and attempt to re-pin their pins as much as possible. Halo Top did a series of pins that consisted of a scale that showed Halo Top Ice cream on one side, and a piece of cake on the other side. The caption would then read: "The whole pint is less sugar and calories than a piece of cake." Other pins included repinning gift ideas that strongly associated with ice cream lovers and also repinning clothing and apparel that made catchy statements about ice cream. The company then always ties these posts back to their brand and image.

Ben & Jerry's takes a slightly different stance with their strategy on Pinterest. They use their boards to promote their brand and image more than their product. Once again, they are very focused in social issues and want people to be aware that their brand is associated with certain

causes. They also do promote categories that incorporate their product such as ‘Lazy Sundaes’ which shows pictures of their ice cream and different sundae recipes. Ben & Jerry’s also does many series with their partner, Saturday Night Live, and promotes flavors associated with the late night TV show. Compared to Halo Top, they do not rely on much user-generated content, and do not re-pin as regularly.

When creating the evaluation tool for the platform Pinterest, we kept in mind the goals Halo Top has in regards to their social media strategy. Once again, they try to target and relate to millennials, and create opportunities for two-way communication. It also ties back to the business goals by promoting healthy ice cream and attempting to beat the competition. The criteria for the Pinterest evaluation tool is designed to drive the company's’ brand and promote their product. The categories for the criteria include; pinning consistently, following other like-minded users, optimizing boards and pins for searchability, being a valuable resource for the target audience, and staying on track with sensibility and trends. Each category was worth a total of 20 points, making the evaluation tool out of 100.

Halo Top scored a total of 85/100 because they are great with posting product pictures associated with the on-going trends and seasons, as well as they follow a lot of other companies that are associated with ice cream. Ben & Jerry’s scored a total of 71/100. They do well with staying on track with trends, but more in the way of social causes. Their presence is lacking in regards to optimizing boards and pins for searchability because when you search their brand in the search bar on the Pinterest main page, they are nowhere to be found. Specific details on scores are available in Appendix O.

## **YouTube**

Next, we reviewed the platform YouTube. This channel was a bit different in that we had to adjust our timeframe to conduct our analysis. If we had used our set frame of research, September 14 through November 14, we would not be able to compare the two companies at all. This is because Halo Top has not posted on its YouTube channel since July. In fact, Halo Top only has three videos total, all posted in July. This is telling in itself, but we decided to expand the timeframe for this channel back to July 14, 2017 to include five months of content rather than two months, for better comparison between the companies.

Ben & Jerry's actively manages its YouTube account, while Halo Top is obviously passively managing this channel. One can easily tell how present each company is on YouTube by just glancing at how each one utilizes its own account. For instance, on Ben & Jerry's homepage, their header photo showcases their other social media platforms. Although these are not links that can be clicked on, this picture at the top of their account shows viewers that the company can be found on other social media platforms. Ben & Jerry's also makes use of the YouTube feature that allows the company to "pin" an introduction video to their homepage. This means that no matter how many videos they upload, this video will always be sitting in the same spot at the top of the homepage, and viewers will be automatically drawn in to learn more about the company. Ben & Jerry's also makes playlists to organize their YouTube videos. They even break videos into categories by country, with videos in different languages. This highlights the broad reach and influence that this company has across the globe.

On another tab of its account, called the "About" section, Ben & Jerry's has filled out this area in full. This section shows how long the channel has been active, which is nearly 10 years, gives a brief description of the company and their goals, and also is the jackpot of the



connections strategy. This section is where viewers can find links that work, and when clicked on, these links send browsers to Ben & Jerry's website, as well as their other actively managed social media accounts: Twitter, Instagram, and Facebook.

In comparison, Halo Top's YouTube presence is quite bare. Created only six months ago, the account only has three videos total, no links, and no playlists. Their "About" section is completely blank, giving viewers no additional information at all. In fact, the Halo Top YouTube channel is not even labeled as being verified. This means that the organization and YouTube itself have not gone through the process of checking if this is the official YouTube channel of the company. While this platform seems to represent Halo Top, and is most likely from them because the videos are part of the company's first major ad campaign and were posted to Halo Top's official Facebook page as well, viewers do not know for sure if the account is legitimate. To compare images of each brand's utilization of their YouTube channel, see Appendix P.

There are differences in the videos posted on each company's account as well. Beginning with the variety, Halo Top's three videos are all humorous advertisements. Ben & Jerry's 20 videos posted within the same timeframe have more of a mixture, with 12 videos presenting how-to's or recipes, five videos that have to do with social causes rather than ice cream, and three videos specifically about their product, which means introducing a new flavor. Charts depicting each brand's content distribution can be found in Appendix Q.

Besides having a more diverse amount of content, Ben & Jerry's videos also have the benefit of being timely and strategic. For example, they posted a Halloween themed how-to video about candy ice cream cake a week before the holiday. Below the video, they also posted a link to their website, where the full recipe is posted. However, they do not post links in the

description of every video. Yet, they have done more than Halo Top, as those three videos have no links included at all.

In terms of engagement, Halo Top does have Ben & Jerry's beat. We analyzed each company's top-viewed video through the use of graphs, which can be found in Appendix R. Each of Halo Top's videos have a staggering amount of views, with the video called "My Territory" on top with over 14 million views. Ben & Jerry's most-viewed video within the set timeframe is a flavor introduction video labeled "Urban Bourbon" with more than 3 million views. Although Ben & Jerry's has nearly ten times the amount of subscribers, 19,000 compared to Halo Top's 2,000, Halo Top has reached audiences beyond those that have subscribed to their YouTube channel. Similarly, the same videos have very different interactions with users on the platform. Halo Top's most-watched video has a large amount of more engagement than Ben & Jerry's, with over 250 comments compared to 3 and nearly 900 likes compared to just over 20. Although Halo Top's "My Territory" has more dislikes than Ben & Jerry's, this statistic is not seen as negative, but viewed as just another type of interaction with the channel.

Halo Top's comments sections are filled with positive comments, most likely due to the humor within the videos. Ben & Jerry's videos do not usually have more than a couple comments. When they do have comments, for the most part they are positive, with a rare post complaining about the nutrition value of their products. On some of their social responsibility-themed videos though, such as one video in the timeframe called "Reverend Barber & His Daughter Rebekah Fight For A Fair Democracy," the comments section is full of viewers that do not seem to appreciate the social justice topic.

Despite Halo Top having higher engagement and views, according to our evaluation tool, which can be found in Appendix S, Ben & Jerry's conducts itself better than Halo Top on YouTube as a whole, with a score of 65/100 compared to 44/100. On a positive note, both companies post videos that match their current goals. For instance, Halo Top's videos promote their healthy ice cream in a way that appeals to their target audience, while Ben & Jerry's informs the public about their products as well as uses the platform for social responsibility issues. Where both companies fail is not replying to feedback in the comments section, whether to thank viewers or to apologize to or clarify for people that leave negative comments. They also both do not have any outside links that bring customers to their YouTube channels. For either company, if a customer goes to its website or even another social media platform, they may never learn that the organization has a YouTube channel. However, Ben & Jerry's does have Halo Top beat with its thoughtful utilization of the platform's features as an active social media channel, rather than seemingly using the channel as simply a dumping ground for videos.

## **Websites**

We also reviewed both the Halo Top and Ben and Jerry's website. A company's website is an essential tool to communicate with their customers. It's a place for a company to sell their merchandise as well as connect with their customers.

Halo Top has a fairly user-friendly website layout. Their tabs for subpages are clearly labeled at the top of the screen for visitors to easily navigate the website. There is an American flag located in the top right corner to represent the language selection feature. Including this feature broadens the reach of Halo Top. The drop-down menu provides navigation to the

Spanish website as well as Halo Top's Australian website. The links to Halo Top's social media accounts are located at the bottom of the website.

The Ben & Jerry's home page is simple, clean, and easy to navigate. At the top of the Ben & Jerry's website, there is a small section in the top right corner of the home page that includes a search feature, a location feature, and a language feature. The search feature allows the user to search any item or inquiry on the website. The location feature helps the user to find grocery stores and scoop shops within their area and all over the globe. The language feature allows users to choose the satellite website that best suits their location. The options on the website include Australia, Austria, Belgium, Brazil, Canada, Czech Republic, Denmark, and Finland. The icons on the top of the website page link the user to the official Ben & Jerry's email address where users can contact the company about anything that they might find unsatisfactory. Their social media accounts are linked at the bottom of the page.

### **Network Analysis**

For both brands, the website is the bullseye node. We crafted an illustration for each company to display the connections between all of their social media accounts and their websites. These diagrams can also be found in Appendix T. The two-way arrows show that the website link is located on their social media account, as are links to the social media accounts on the website. The one-way arrow represents that the social media link is featured on the website, but the website link is not featured on the social media account. And the "X" indicates that neither the link to the website is featured on the social media account, nor is the social media account linked to the website.



Three of the five social media accounts that Halo Top has, (Twitter, Facebook, and Instagram) advertise the website on their profile and are shown on the website page as well. Pinterest is the only social media platform that does not include the Halo Top website. The only social media that is not listed on their website is the official Halo Top YouTube channel.



The Ben & Jerry's website features their Facebook, Instagram, Pinterest, and Twitter accounts on the bottom of their website. Their YouTube Twitter, Pinterest, and Instagram

accounts include the website link. What makes Ben & Jerry's social media connections stand out from Halo Top is that their YouTube account also features links to their Twitter and Facebook accounts as well.

## **Overall Evaluation & Comparison**

In order to effectively evaluate and compare each brand's overall social media strategy, we created a more broad evaluation tool that incorporates the 5 C's of Social Media: Coordinates, Content, Channels, Connections, and Corrections. The 18 questions within our evaluation tool can be applied to the brand's overall use of social media across platforms, and an overall visual of our tool can be seen in Appendix U.

### **Evaluation Criteria**

**Halo Top Creamery scores are reported in yellow.**

**Ben & Jerry's scores are reported in blue.**

#### **Coordinates:**

- **Are their goals aligned? 5/5 2/5**

Halo Top scored a 5/5 on the alignment of their goals. Their goals do not contradict each other, but rather are able to coexist because they are centered around a common purpose.

Ben & Jerry's scored a 2/5 on the alignment of their goals. This is because we found their goals somewhat contradictory. Essentially, Ben & Jerry's has two very different goals: one is to sell good ice cream, and the other is to promote social causes.

These two goals have very little to do with each other, and promoting one can sometimes get in the way of the other.

- **Are the goals connected?** 5/5 3/5

Halo Top scored a 5/5 on the connection of their goals. Their goals are all well connected, and work collectively to accomplish each other. Everything they do works to promote their product, while also connecting with customers and maintaining a consistent brand identity.

Ben & Jerry's scored a 3/5 on the connection of their goals. As mentioned before, the company is a certified B-Corp, making them a champion of social responsibility. However, their involvement with social causes, and the promotion of their stances on social media, is really not connected at all to selling ice cream. However, we believe their goals are more connected than they are aligned, therefore earning a higher score. Because Ben & Jerry's is an established brand, they have the luxury of being able to focus more on promoting their brand and brand values rather than strictly promoting their product.

- **Is there strategic reinforcement for their goals?** 4/5 4/5

Halo Top scored a 4/5 on the reinforcement of their goals. Most of their strategies match up with their goals, such as leveraging social media rather than traditional media in order to maximize their advertising budget. However, we believe that there is room for improvement because in order to reach millennials, Halo Top needs to be aware of various other niche platforms, rather than just the main platforms.

Ben & Jerry's scored a 4/5 on the reinforcement of their goals. Likewise, most their strategies support their goals, such as utilizing video announcements to inform the

public about new products. Yet, it is difficult for their strategies to be completely reinforcing each of their goals correctly if their goals are misaligned; therefore, we downgraded this score as a result.

**Coordinates Total: 14/15 9/15**

### **Content:**

- **Are they posting an appropriate amount of content? 5/5 5/5**

Both Halo Top and Ben & Jerry's scored a full 5/5 on posting the appropriate amount of content. Both brands are very active on a number of social media platforms, and post an appropriate amount of content for each platform they actively or passively manage.

- **Does the content they are posting promote their business and communication goals? 5/5 5/5**

Halo Top earned a 5/5 for their content promoting their business and communication goals. All of their posting consistently work to promote their product, brand awareness, and consumer relationships, which are all key components of their goals.

Ben & Jerry's earned a 5/5 for their content promoting their business and communication goals. While their goals may not necessarily be aligned, the company does a good job of allocating social media activity fairly equally to both. They do spend time on social media promoting their product and brand experiences, however, they also know when to use social media to promote the social initiatives they value.



- **Are they generating content suited to their target audience? 5/5 4/5**

Halo Top scored a 5/5 in terms of appropriately tailoring their content to their audiences. Their main audiences are millennials, and individuals with a dietary need for non-traditional ice cream. They do an excellent job of putting out content that is well received by millennials. They also are consistently promoting the unique aspects of their product, and how it fits in with certain dietary needs.

Ben & Jerry's scored a 4/5 in terms of appropriately tailoring their content to their audiences. Ben & Jerry's has gained attention over how well their social media presence reaches millennials, which is great. The brand also does a good job of putting out content that will be well received by individuals with similar political or societal views as the brand. However, the reason Ben & Jerry's earns a 4/5 rather than a 5/5 is because the constant push of beliefs can alienate some consumers who like Ben & Jerry's ice cream, but disagree with their world views.

- **Is there a good variety of categories in regards to content? 4/5 5/5**

Halo Top scored a 4/5 in terms of categorical variety. Their posts do fall in a range of categories, however their posts are still considerably product heavy. This is likely because it is a newer brand, and is still establishing itself in the market. However, slightly less posts about products, and a little more categorical variety overall, would help the brand earn the full points.

Ben & Jerry's scored a 5/5 in terms of categorical variety. Ben & Jerry's excels in terms of categorical apportioning, because they balance their posts between specific products, social causes, recent trends, and brand experiences, among other things.

- **Is the content presented engaging the target audience?** 5/5 4/5

Halo Top scored a 5/5 in terms of engaging content. They do a great job of engaging followers, and on Twitter, even actively retweet content more than posting their own. They also have a lot of engagement for such a new brand. For example, they have significantly more likes on Twitter than Ben & Jerry's even though their account is years younger, because their content sees more engagement. This relates back to their content being well suited and responsive to their audience. This results in heightened engagement.

Ben & Jerry's scored a 4/5 in terms of engagement. Their content sees a moderate amount of engagement, but this could be improved because they do have a large follower base on their active platforms. Often times, some of their social postings will see lower levels of engagement, especially if it is a more under-the-radar cause. They also have comparatively less engagement than Halo Top on most social media platforms.

**Content Total:** 24/25 23/25

**Channels:**

- **Are they making effective passive and active choices?** 3/5 4/5

Halo Top scored a 3/5 on making the right active and passive channel choices. We feel that not being on Snapchat is a huge missed opportunity for Halo Top. As a company that is mainly targeting millennials, and has a creative and trendy brand identity, this platform would really fit in well with their goals, and yet they are not active on it. We felt their score had to be reduced for this reason.

Ben & Jerry's scored a 4/5 on making the right active and passive channel choices. Ben & Jerry's is not active on Snapchat either, which we feel is a mistake, but not as big of a missed opportunity as it is for Halo Top. We feel that because Ben & Jerry's also targets millennials, Snapchat could be very useful, especially for promoting social cause events that the brand attends.

- **Do their platforms align with their target audiences? 5/5 5/5**

Both Halo Top and Ben & Jerry's scored a 5/5 in terms of aligning platform choice with their target audiences. The platforms that each brand is actively on, are effective in reaching their key target audience of millennials.

- **Are they utilizing the platforms that best serve their needs? 4/5 5/5**

Halo Top scored a 4/5 for utilizing platforms that best serve their needs. This is because we believe their need to promote their products and increase brand awareness could be largely helped by Snapchat, which they are not using. This resulted in a reduction in points. However, outside of that, they are doing a good job of serving their needs on social media.

Ben & Jerry's scored a 5/5 for utilizing platforms that best serve their needs. While they are also not on Snapchat, we did not feel that Snapchat would be as important in advancing their needs, and therefore did not reduce their score because of this. Ben & Jerry's does a really good job of matching each platform to specific goals as well. For example, Twitter is known to have a large audience of young professionals, and may also be used as a platform for news. Ben & Jerry's posts more about social causes on this platform, which is very fitting. This is an example of why they earned the full points.

**Channels Total: 12/15 14/15**

### **Connections:**

- **Does their connection network choices align with their goals? 3/5 3/5**

Halo Top scored a 3/5 on aligning network choices with goals. This is because their social media accounts only link back to the website, but do not link to any of their other social media accounts. Being that they do nearly all of their advertising on social media, there should be more linking between platforms.

Ben & Jerry's scored a 3/5 on aligning network choices with goals. Similar to Halo Top, their social media accounts only link back to the website, and do not link to other social sites. This can be inconvenient for their millennial audience, who want connecting across platforms to be simple and easy.

- **Are their connections simple and easy to follow? 5/5 4/5**

Halo Top scored a 5/5 on connections being simple and easy to follow. All links are clear, and take the user exactly where they say they will.

Ben & Jerry's scored a 4/5 on connections being simple and easy to follow. Many of their connections are simple, however some of them require multiple clicks to get where the user wants to go, making them more complicated than needed.

- **Does their connection network function properly? 5/5 5/5**

Halo Top and Ben & Jerry's both scored a 5/5 on functioning connections. Both brands have all of their links functioning, and we were not able to uncover any broken links.

- **Are the platforms linked to one another? 1/5 1/5**

Both Halo Top and Ben & Jerry's scored a 1/5 on linking platforms to one another. Both brands link their social media accounts back to their website, and the website links to all social media platforms. However, neither brand links any social platforms to each other, which we feel is a mistake.

**Connections Total: 14/20 14/20**

**Corrections:**

- **Do they avoid repeating social media mistakes? 5/5 5/5**

Both Halo Top and Ben & Jerry's seem to rarely make social media mistakes, and avoid repeating them when they do. We struggled to find many social media mistakes from either company, and certainly did not see any repeated over the span of time we surveyed.

- **Are they capitalizing on opportunities? 3/5 3/5**

Both Halo Top and Ben & Jerry's scored a 3/5 on capitalizing on opportunities. We believe that both companies are unaware of some of the areas where they could improve upon, such as within the connections strategy, and we also think that they could each think a little more outside the box to take advantage of new possibilities.

- **Do they effectively reply to negative comments? 5/5 4/5**

Halo Top scored a 5/5 on replying to negative comments. They do an excellent job of replying to both positive and negative comments in a timely and organic matter.

Ben & Jerry's scored a 4/5 on replying to negative comments. They do a relatively good job of replying on most platforms, however we found that they do not

reply on YouTube. Also, when they do reply, it is timely and not automated, but often seems to follow a template somewhat, and many times redirects the customer to another location (website, customer service, etc.) rather than addressing the issue upfront on social media.

**Corrections Total: 13/15 12/15**

**Halo Top Grand Total: 77/90**  
**Ben & Jerry's Grand Total: 76/90**

Our evaluation tool indicates that Halo Top has a slightly better social media strategy, but only by one point. Overall, both companies have strong social media presences. Both brands are doing a lot of things right on social media, and have a lot to be proud of in that respect. Their strategies actually have a lot of similarities, such as being targeted towards millennials, and choosing to be very active on a multitude of platforms. However, they also have distinct differences, seeing as Halo Top is new and focused on establishing itself in the industry, while Ben & Jerry's is one of the most recognized ice cream brands in America. Ben & Jerry's also has the unique focus on social responsibility, which heavily influences its social media strategy. However, there is certainly room for improvement for both brands. This will be discussed in the following repairs section.

## **Repairs**

After deeply analyzing each company's social media presence, we have crafted a few "repairs" for each company. These repairs are based off of the overall scorecard and we have

provided three steps for each company that would improve their social media presence. For Halo Top, the first stage would be to create more differentiation between platforms followed by the second stage which is to enhance the network between platforms. We noticed that Halo Top did not tailor the content to their platforms but instead used a lot of the same content across platforms, which is why their first stage is to create more differentiation between the platforms. Each platform has different conventions, attributes and audiences, and this should be reflected in the content, rather than just pumping out the same content to all platforms. It is important to differentiate content before enhancing the connections between platforms because they may lose followers if the followers feel that they are seeing the same content across platforms. Followers may also feel that there is no point to following the company on other social media sites because they will not gain any new information. On the flip side, if they do differentiate their content, followers may find it very helpful to have more connections to other social media platforms because more and new information would be available to them. After differentiating content and enhancing the network between platforms, we suggest Halo Top adds Snapchat to their actively managed platforms. We feel like this would be a good addition for them because Halo Top's main target audience is millennials and Snapchat is a great way to reach this audience. It also connects well to their brand identity, which is youthful, fun and creative. When creating these stages we wanted to make sure we took a "walk before you run approach", meaning that each stage builds off one another and we felt this would be the best order for Halo Top's repairs.

Next, we will dive into our repairs for Ben and Jerry's. The first stage for them would be to enhance their connections between platforms. Ben and Jerry's already does a nice job of

differentiating content on platforms but does not have good connections between their platforms which is why this is the first step. As we have talked about previously, Ben and Jerry's likes to promote their ice cream, however they also promote and take a stand on social causes. This can cause their goals to be uncoordinated, which leads to our second repair of balancing and strengthening their coordinates. We understand they are a B-corporation, however some of their followers may not agree with their opinions or may not want to see their opinions causing them to stop following Ben and Jerry's on social media or may cause them to feel isolated. The third step in Ben and Jerry's repair plan would be to create a better response strategy. Their responses are usually more template based and may not give the best answers for this reason. Additionally, when follow up questions are asked they may not respond to those questions. Responding to feedback and questions is important so finding a way to manage this is key.

### **Rejected Solutions**

During our analysis, our group had many rejected solutions that were considered during the project but were not used in the end. The first rejected solution was to consider other Ben & Jerry's branded accounts when conducting our social media audit. As stated earlier in the paper, we decided not to include other accounts in our analysis because we chose just the ones that strongly relate to our comparisons. Considering all of Ben & Jerry's accounts against Halo Top's single account would not have been a fair comparison.

We also decided not to evaluate Ben & Jerry's Snapchat. Ben & Jerry's does have a Snapchat account, but in the timeframe that we chose to analyze, they did not post anything on that platform. Meanwhile, Halo Top did not even have an account on that platform at all.



Our group also considered evaluating a longer timeframe than two months. We considered doing more months or even a year, but decided on a smaller timeframe in the sake of time for the project. Halo Top and Ben & Jerry's are both fairly active on social media as well, so two months gave us plenty of content to analyze.

### **So What?**

One of the key insights of this project is that evaluating social media effectiveness is crucial to improvement and growth within a company. Without review and analysis of the content and strategy, a company loses out on continuous improvement. We also noted that knowing what criteria to use for each platform is also important. Criteria that is used for one platform, may not work well for another platform because each one works in their own unique way. A brand or company also may have different strategies or involvement with each platform. Our final revelation included that each part of a brand's social media strategy needs to enhance and enrich each other. Each strategy needs to align with both your business and social media goals and also they need to build off of each other in order to properly enhance your company's brand, image, and product.

### **Conclusion**

In conclusion, we were able to determine that Halo Top and Ben & Jerry's are both doing reasonably well with their social media presence. However, there is still room for improvement and missed opportunities yet to capitalize on for both brand's. Furthermore, from this case study, we can gather important insights on the relationships between brands and social media in general. Just because a brand has a strong identity, and is excelling in a business sense, does not

mean that they are making effective use of social media. Social media is a valuable tool for any organization, and can be both incredibly useful and incredibly harmful, depending on how it is used. Also, many organizations spend a great deal of their time focusing on content, but this is not the only consideration important for determining a brand's effectiveness on social media. In fact, if content is the only thing taken into account, the organization will likely miss out on a variety of opportunities, and may also be overlooking some key mistakes. The 5 C's of social media, which include Coordinates, Content, Channels, Connections, and Corrections, are all very important in evaluating social media strategies, and putting too much emphasis on just one element will likely result in social media failure. By considering all aspects, the brand is able to create a more robust and effective strategic plan.

## Appendices

### Appendix A: Connection Strategy Grid



### Appendix B: Facebook Example Posts

**Halo Top Creamery** is with Christine Lee and 45 others. 17 hrs · 🌐

It may be Cyber Monday, but this is snail mail we can appreciate. We're sending off Pumpkin Pie with one last giveaway and choosing 10 winners to each score 7 pints of Pumpkin Pie!

Like this post and tag four friends below to enter all of you for a chance to win. Winners will be announced on Wednesday 11/29. U.S. Residents only.



 Like

 Comment

 Share



 5.1K

Top Comments ▾

238 Shares



Write a comment...

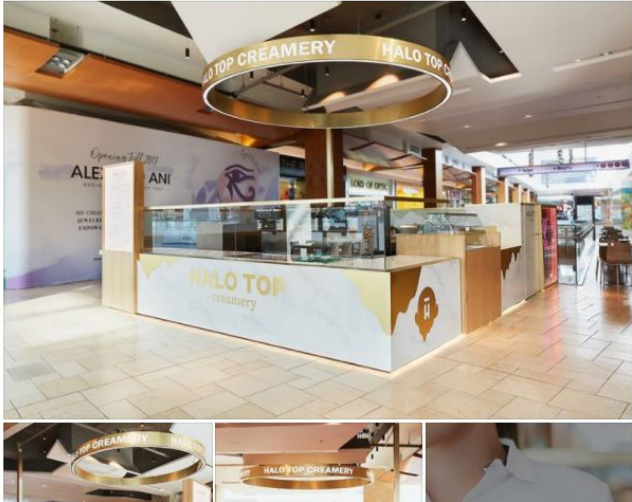


View all 3,913 comments

**Halo Top Creamery** added 5 new photos — with Charylee Torres at [Westfield Topanga & The Village](#).  
November 15 at 12:32pm · Woodland Hills, CA · 🌐

Congrats to Rob Fraker, Hiral-Akash Patel, Yvette Tovar Gonzalez, Marcie Kyllonen, Richard Gallardo III, Moyo Ajepe, Liza Marie Orsi, Jennifer McBride, Joshua Joyce, Chuck Que, and Janette Bennett for winning this giveaway! 🥳🎉 Thanks to everyone that helped us celebrate our new Scoop Shop opening! ❤️

Introducing Halo Top soft-serve - our first [#HaloTopScoopShop](#) is officially open! Come check it out on the 2nd Floor Food Court of the Westfield Topanga Mall. We'll be open from 1... [See More](#)



**Justin Teston** Halo Top Creamery im in DESPERATE NEED of the cinnamon roll ice cream!!! I live in PCB and it's NOWHERE to be found 🙄🙄🙄 PLEASE HELP!!  
Like · Reply · November 3 at 5:15am

**Halo Top Creamery** Hey Justin --we're here to help! 😊 If you want your local stores to carry more of our flavors, we have a product request form that you can print out and bring with you next time you're at the store! You can print one out right here: ... [See More](#)



**Halo Top Product Request Form.pdf**


DELICIOUS LOW-CAL HALO TOP It sounds too good to be true, but it's not. Halo Top is...

DOCDROID.NET

Like · Reply · November 3 at 11:21am

**Ben & Jerry's**  
November 16 at 11:56am · 🌐

President Trump could learn a thing or two from conservative icons Ronald Reagan and George H.W. Bush: refugee resettlement hit record numbers during both administrations.



**10 Things Trump Gets Wrong About Refugees**

President Trump isn't doing enough to help refugees. Our friends at the International Rescue Committee wrote this list to push him to do more, and we just had to share it.

BENJERRY.COM

**Ben & Jerry's**  
November 3 at 10:56am · 🌐

Try our new game in Facebook! We created it in honor of Marshmallow Moon, our latest flavor with Jimmy Fallon!

Play it here: <http://benjerrys.co/2xX9x0x>

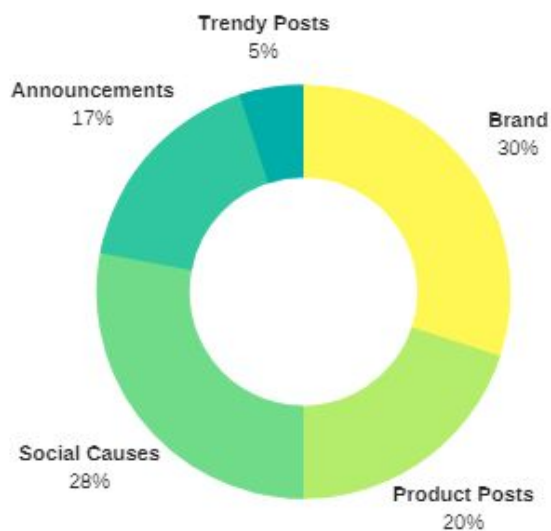


40K Views



### Appendix C: Facebook Category Charts

*Ben & Jerry's*



*Halo top*



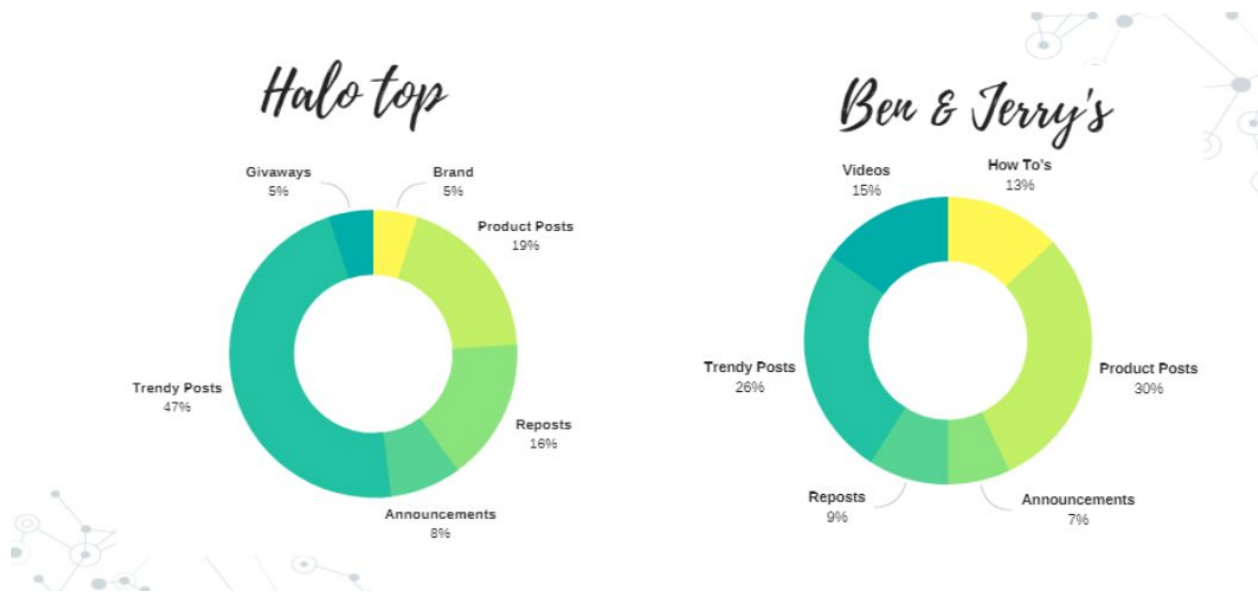


## Appendix D: Facebook Evaluation Tool

Facebook Evaluation Tool		
Criteria	Halo Top Score	Ben & Jerry's Score
Does the content sync with the organization's goals?	14/15	14/15
Do Facebook posts include visual appeal? (15 points)	13/15	13/15
Are posts trendy? (15 points)	12/10	9/10
Is the brand frequently posting? (10 points)	7/10	7/10
Is the brand successfully utilizing consumers engagement? (5 points)	4/5	3/5
Are posts appropriate? (15 points)	13/10	12/10
Are posts tailored to your target audience(s)? (20 points)	18/15	12/15
Do posts align with other platforms posts? (10 points)	11/10	6/10
Are customers posts being responded to personally? (10 points)	8/10	7/10
<b>Total</b>	<b>93/100</b>	<b>83/100</b>

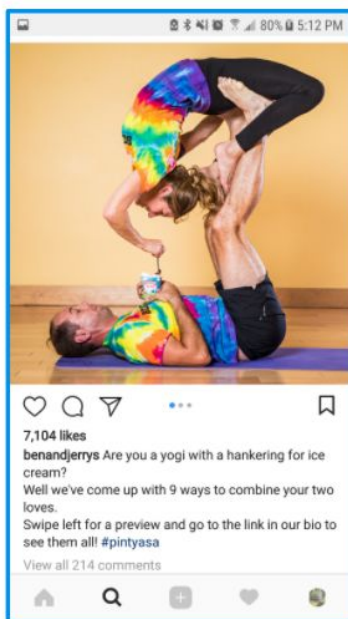
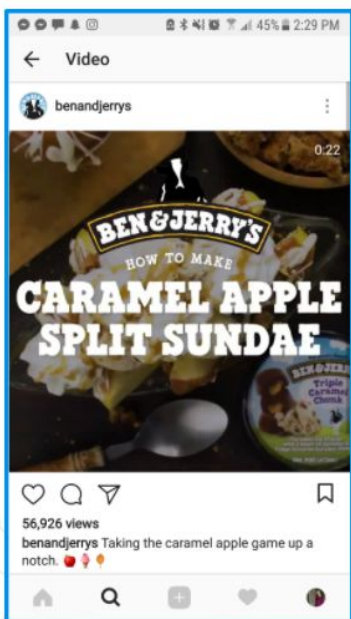
## Appendix E: Instagram Category Charts



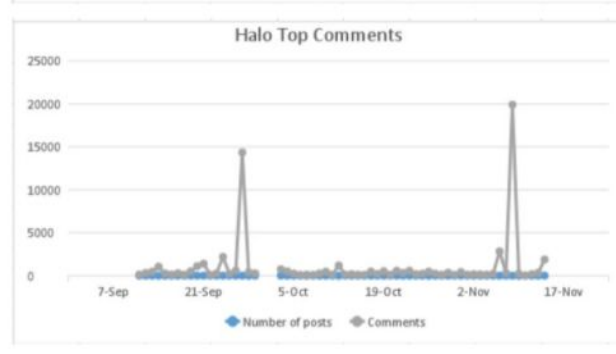
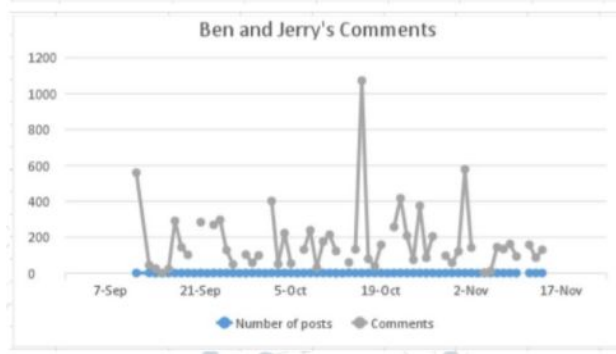
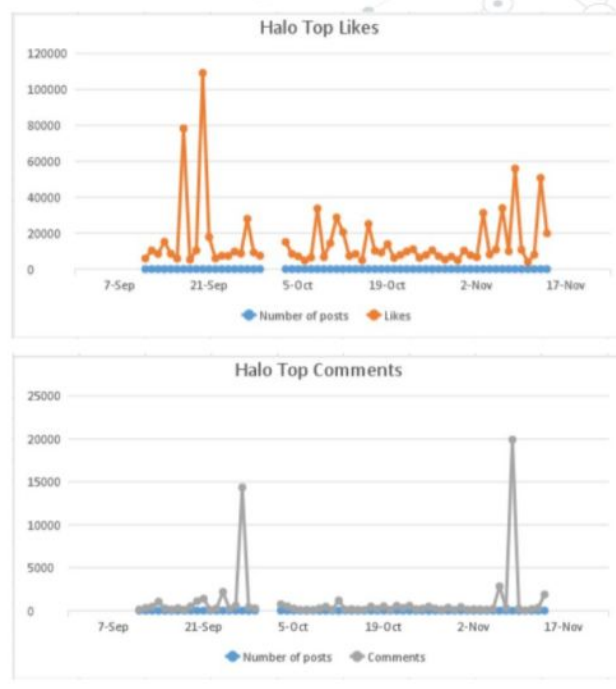
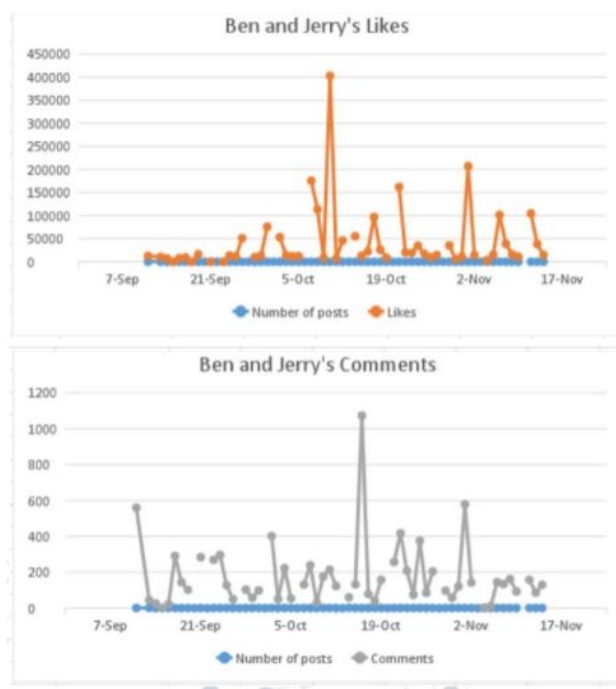


## Appendix F: Instagram Example Posts





## Appendix G: Instagram Usage Graphs

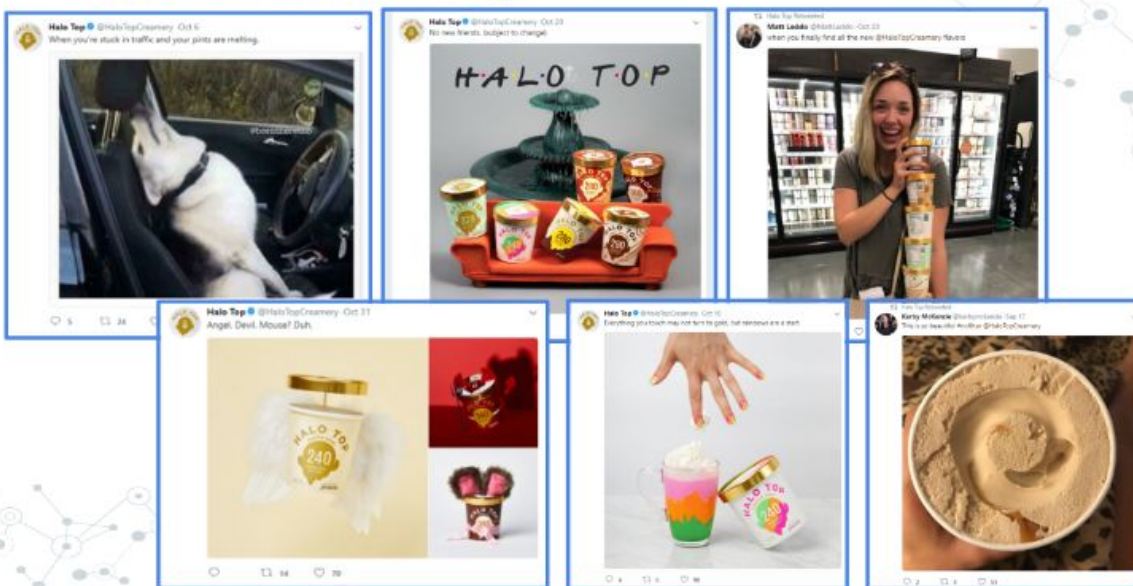


## Appendix H: Instagram Evaluation Tool

Instagram Evaluation Tool		
Criteria	Halo Top Score (1-10)	Ben and Jerry's Score (1-10)
Quality of pictures	9	9
Content is posted frequently	10	8
Posts foster engagement	8	7
Content posted enhances the Business and Communication goals of the organization	7	7
Content was audience sensitive	10	6
App is used to its full creative potential (filters, hashtags, tagging, etc.)	4	5
The feed is consistent (filters, coordinated hashtags, etc.)	6	6
Interacts with other accounts (tagging, replying to posts, etc.)	9	7
Proper use of links	6	8
Hashtags used strengthen the post and the brand	2	6
<b>Total:</b>	<b>71 /100</b>	<b>69 /100</b>

## Appendix I: Twitter Example Posts

### Twitter - Halo Top



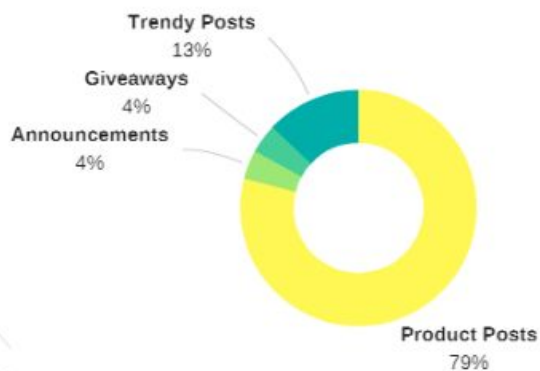
## Twitter - Ben & Jerry's



### Appendix J: Twitter Category Charts

## Twitter Content Distribution

*Halo top*



*Ben & Jerry's*

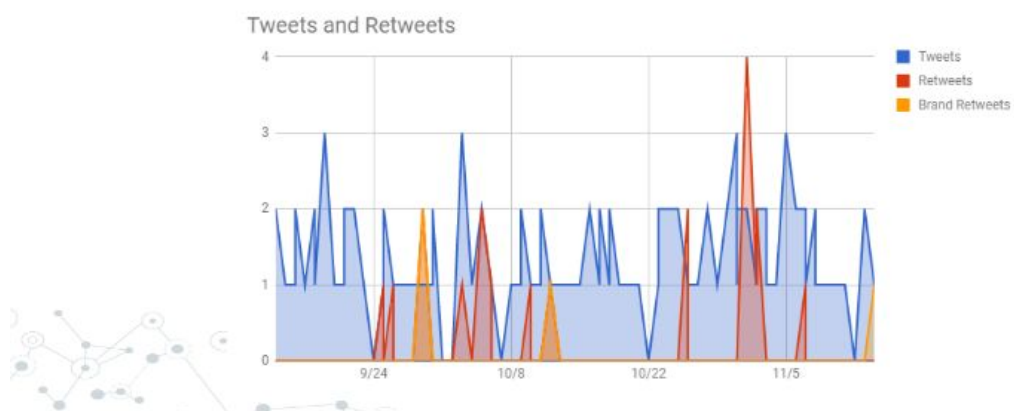




## Appendix K: Twitter Usage Graphs

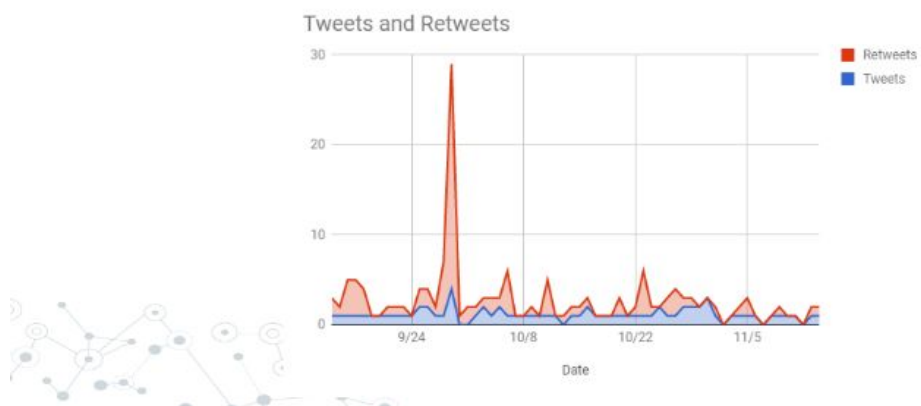
## Twitter - Usage Patterns

Ben &amp; Jerry's



## Twitter - Usage Patterns

Halo Top

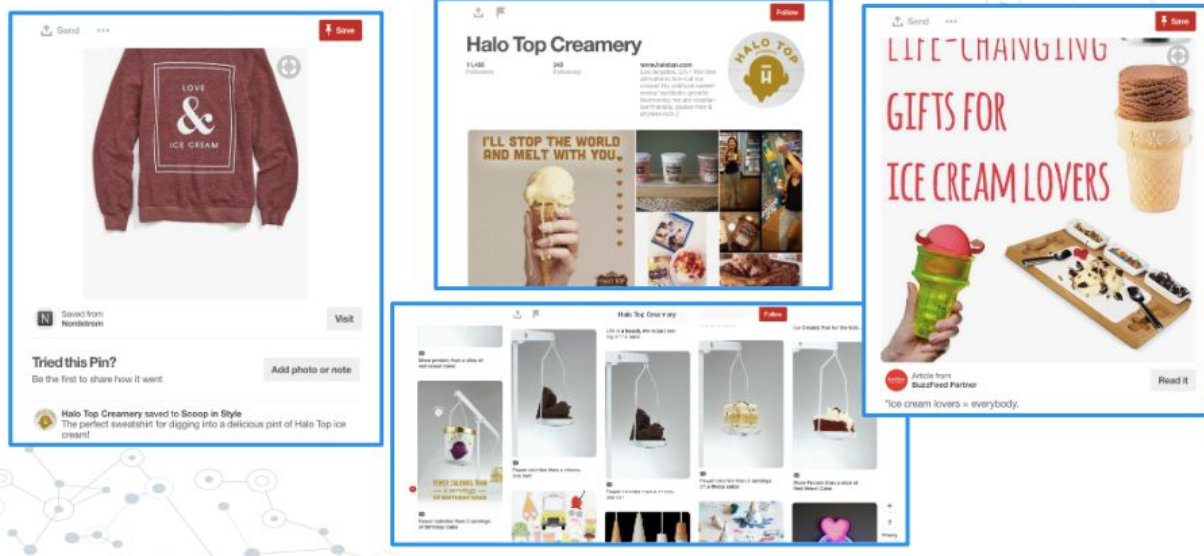


## Appendix L: Twitter Evaluation Tool

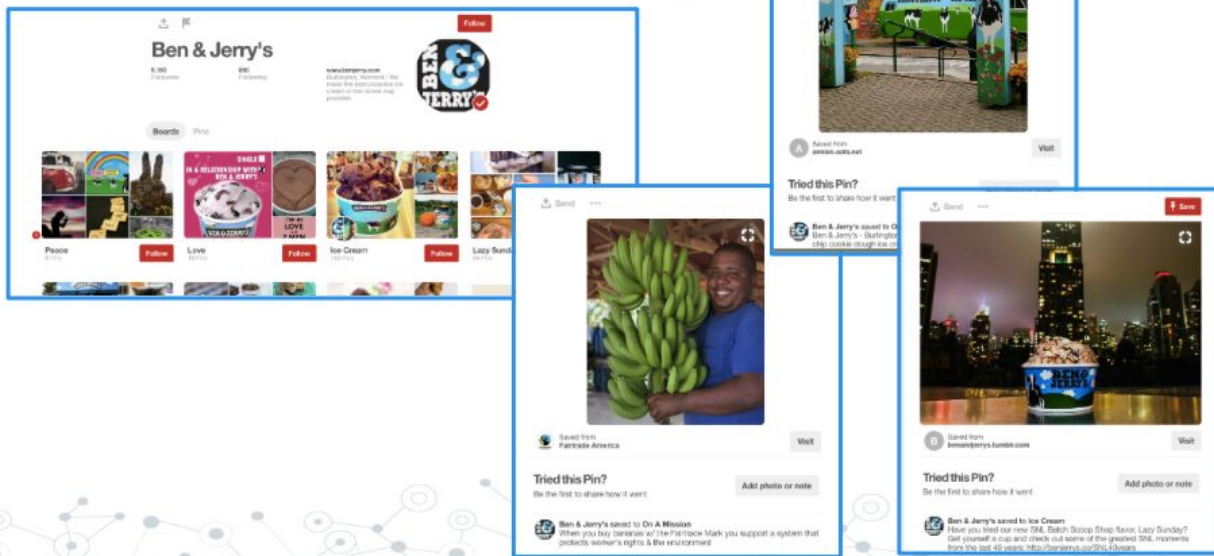
Twitter Evaluation Tool		
Criteria	Halo Top Score	Ben & Jerry's Score
Do tweets include a visual element? (15 points)	15/15	15/15
Do tweets include a hashtag (trending or branded) when appropriate? (10 points)	3/10	9/10
Is the brand frequently retweeting? (10 points)	10/10	2/10
Is the brand frequently tagging other users? (5 points)	2/5	3/5
Are tweets varied in terms of category of content? (15 points)	12/15	14/15
Does the content sync with the organization's goals? (20 points)	20/20	20/20
Are tweets timely? (15 points)	15/15	14/15
Are tweets being liked and retweeted? (10 points)	10/10	9/10
<b>Total</b>	<b>87/100</b>	<b>86/100</b>

## Appendix M: Pinterest Example Posts

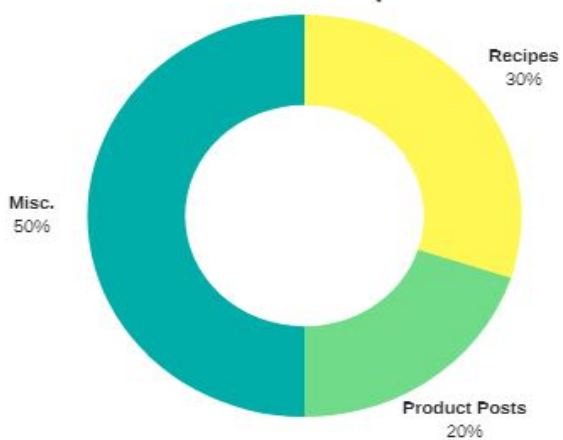
## Pinterest- Halo Top



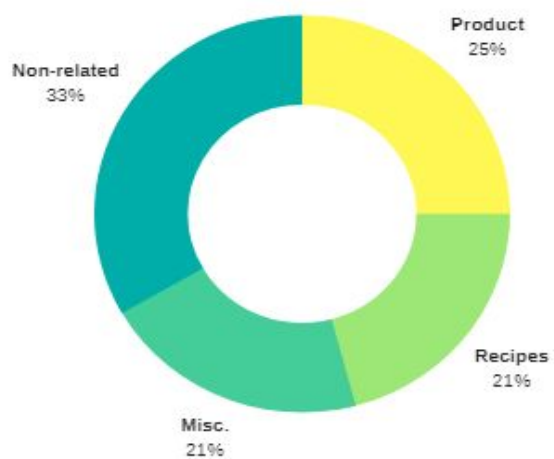
## Pinterest- Ben and Jerry's



*Halo top*



*Ben & Jerry's*



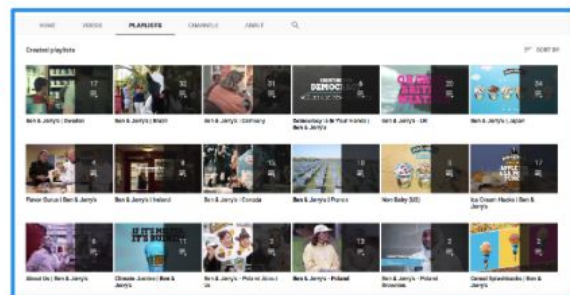
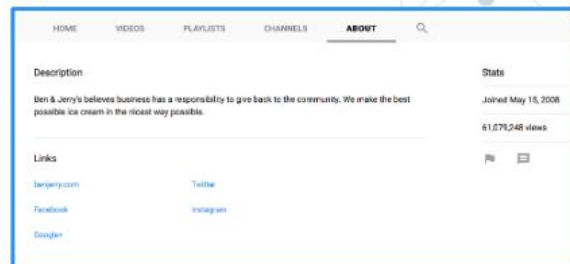


Pinterest Evaluation Tool		
Criteria	Halo Top Score	Ben & Jerry's Score
Pinning consistently	18/20	15/20
Follows other like-minded users	19/20	13/20
Optimizes Boards and Pins for searchability	10/20	10/20
Is an optimal resource for the target audience	18/20	15/20
Stays on track with sensibility and trends	20/20	18/20
<b>Total</b>	<b>85/100</b>	<b>71/100</b>

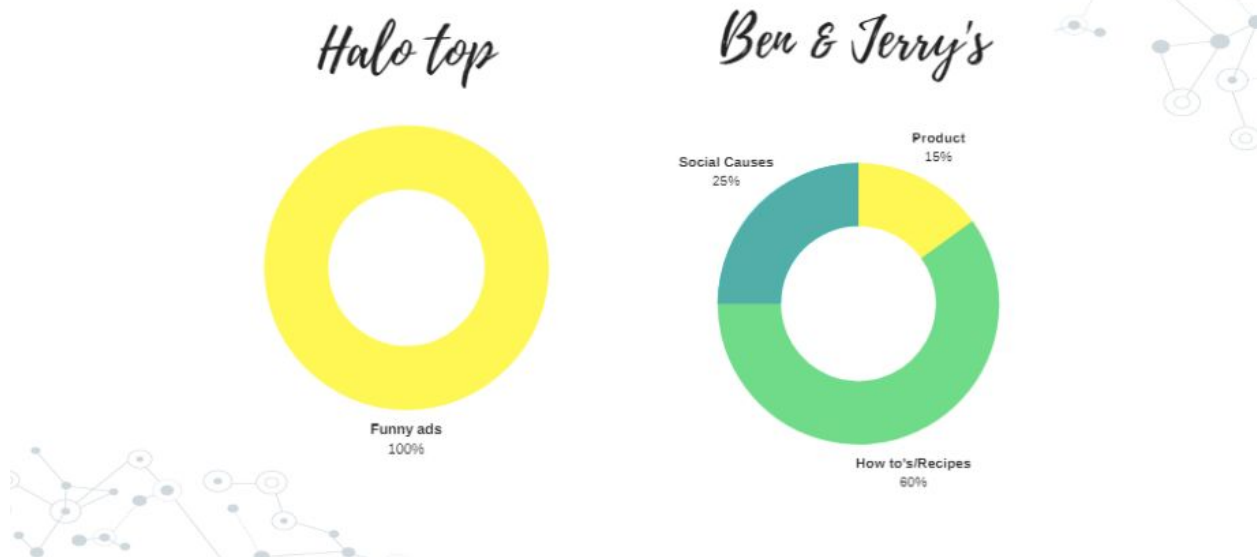
## Appendix P: YouTube Example Screenshots



The screenshot shows a YouTube channel page for 'The Business of Social Media'. The background features a network diagram with nodes and connecting lines. The navigation bar includes 'VIDEOS', 'PLAYLISTS', 'CHANNELS', and 'ABOUT' (which is underlined). A search icon is visible on the right. The 'Stats' section on the right indicates the channel was 'Joined May 15, 2006' and has '61,079,248 views'. Below this, there are icons for a flag and a comment bubble. The main content area on the left contains a paragraph of text: '...business has a responsibility to give back to the community. We make the best ... in the most way possible.' followed by a horizontal line.



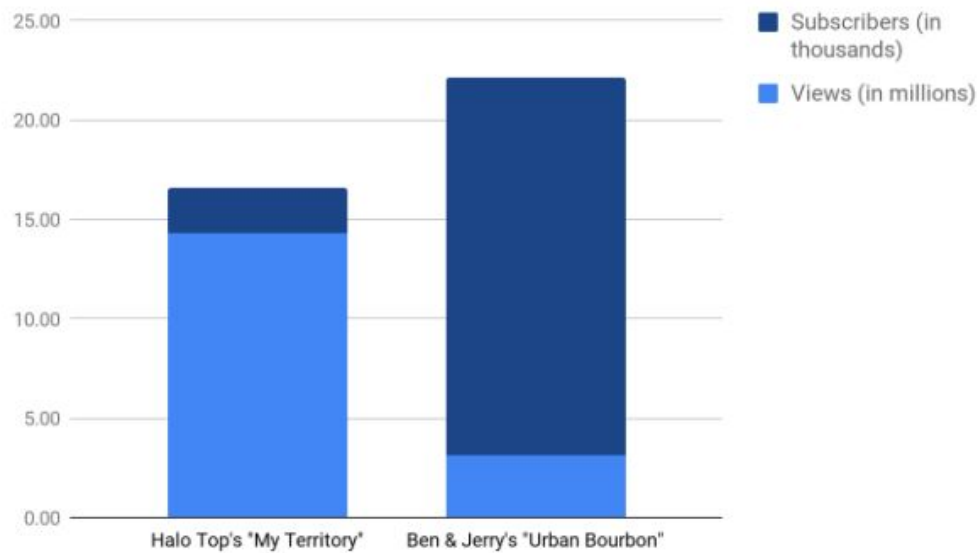
## YouTube Content Distribution



Appendix R: YouTube Comparison Charts

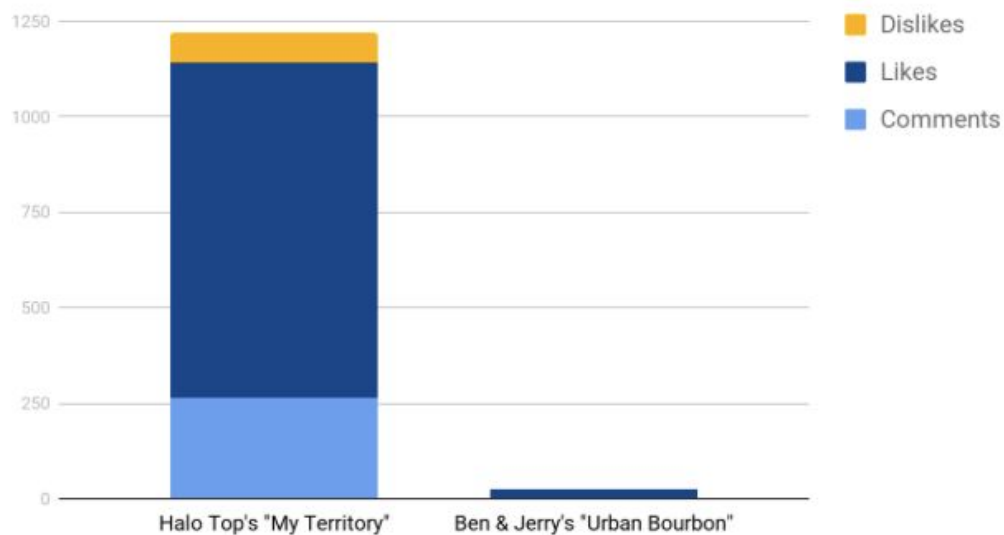
# YouTube - Graph Comparisons

Most-Watched Video Comparison



# YouTube - Graph Comparisons

Most-Watched Video Interactions



## Appendix S: YouTube Evaluation Tool

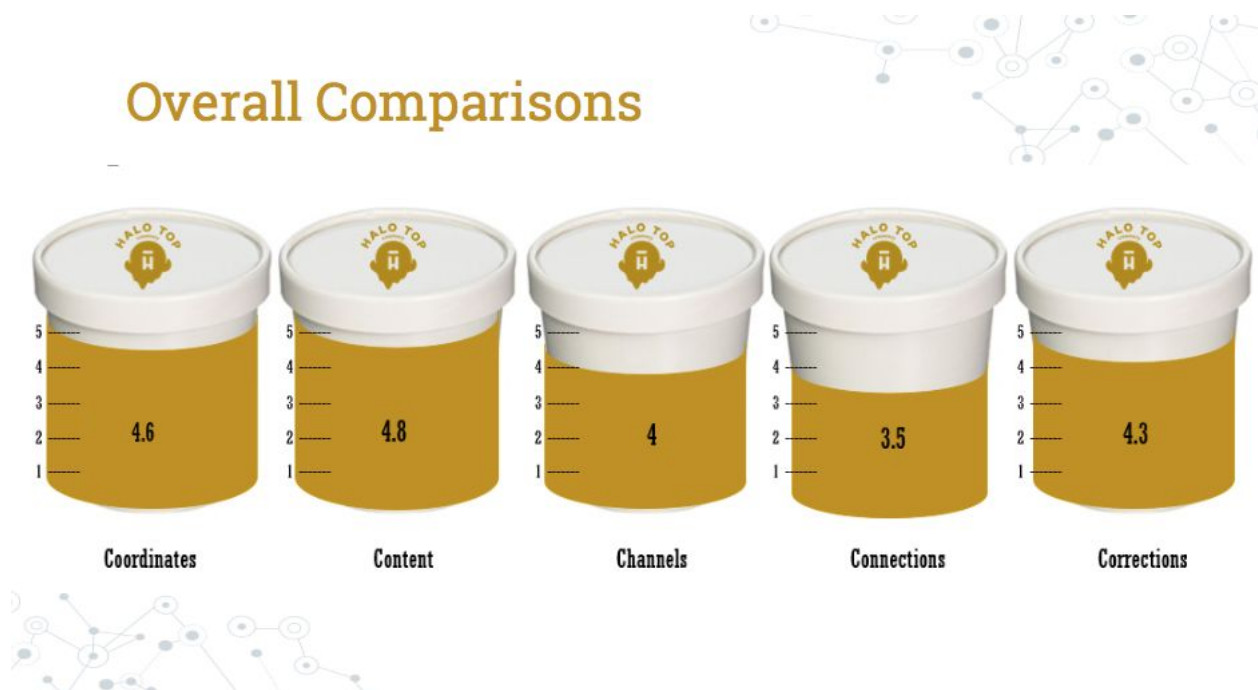
YouTube Evaluation Tool		
Criteria	Halo Top Score	Ben & Jerry's Score
Does the content sync with the organization's goals? (20 points)	19/20	19/20
Does the content engage the audience? (15 points)	15/15	10/15
Does the content reach the organization's target audience? (10 points)	8/10	6/10
Does the organization have links from its YouTube page to its other social media or website? (15 points)	0/15	13/15
Conversely, does the organization have links from its other social media or website to its YouTube page? (10 points)	0/10	0/10
Is the channel being managed strategically? (10 points)	1/10	8/10
Does the organization utilize the channel's features? (10 points)	1/10	9/10
Does the organization respond to feedback posted in the comments section? (10 points)	0/10	0/10
<b>Total</b>	<b>44/100</b>	<b>65/100</b>

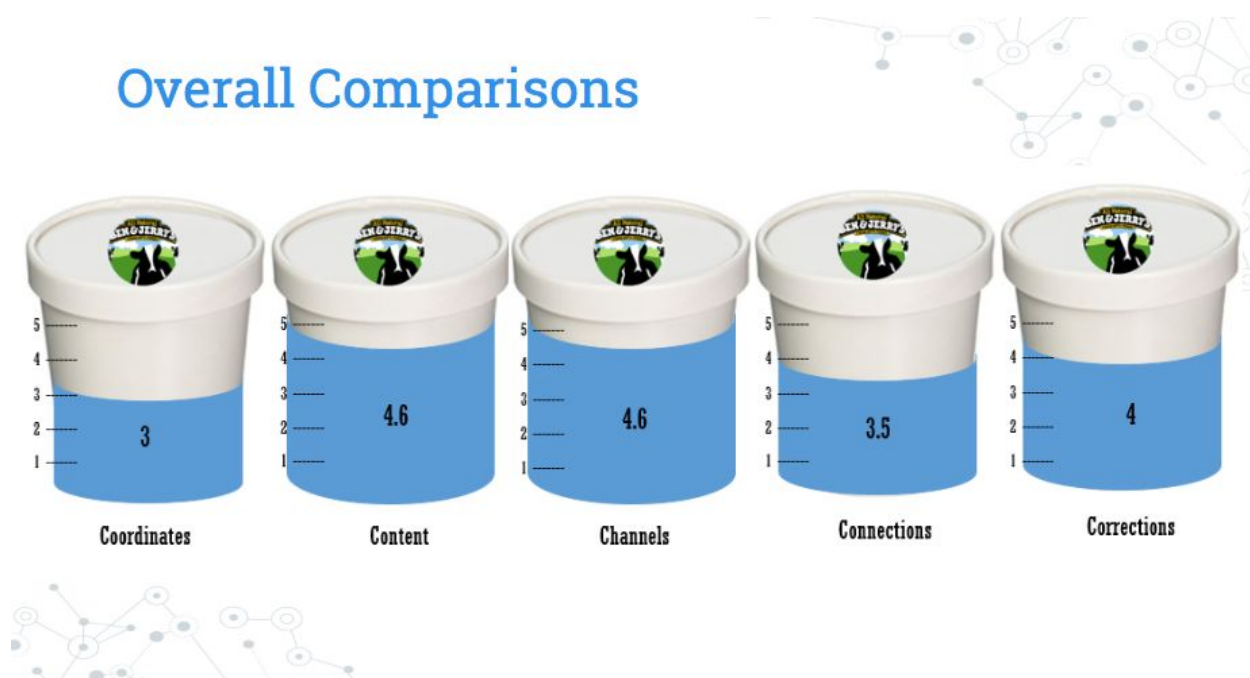
## Appendix T: Network Diagrams





Appendix U: 5 Cs Comparison Visual





### Appendix V: Halo Top Facts

1. They have their own comparison of calories, protein, fat, and carbs to Haagen-Dazs, Ben and Jerry's, and Dreyer's ice cream on their website, where they excel in all categories ("Halo Top," n.d.).
2. They even have dairy-free ice cream, and include all the nutrition information on their website ("Halo Top," n.d.).
3. To get in touch with them, there is a page on their website where you can submit a form, but they also highlight contacting them through email, Twitter, Facebook, Pinterest, and Instagram ("Halo Top," n.d.).
4. They're going above and beyond by selling merchandise for their brand as well, and have a newsletter that can be signed up for to keep people up-to-date on these ("Halo Top," n.d.).
5. They keep a section on their website just for press articles that are pro-Halo Top ("Halo Top," n.d.).
6. However, the first article that pops up in a Google search of "Halo Top" is an article that is skeptical of Halo Top. The article says that the company's vision does not match with its marketing efforts → it wants to promote healthy ice cream, but tells its customers "no bowl, no regrets" and "stop when you hit the bottom"
7. Nutritionists say that just because Halo Top is a better choice than other ice cream, it "does not mean that it is a good choice" (Entis, 2017)
8. Many news article that appear within a Google search show that the company is expanding to selling their ice cream in new locations.
9. Halo Top is also adding a "scoop shop" in a mall in Los Angeles, where they will introduce their brand-new soft serve ice cream (Calderone, 2017).



10. Both the President, Justin Woolverton, and COO, Doug Bouton, are former lawyers (Burke, n.d.).
11. The brand plans to launch in the U.K. in January 2018 ("Halo Top," n.d.).
12. Halo Top also has seasonal flavors. This fall, it offered "Pumpkin Pie" and this winter, it is releasing "Gingerbread House" - which will only be for sale in November ("Halo Top," n.d.).
13. One guy ate nothing but Halo Top for 10 days - and (obviously) lost weight (Snow, 2016).
14. The company started as a way to solve the CEO's own dietary restrictions (White, 2017).
15. CEO is Justin Woolverton (White, 2017).
16. There are 17 flavors to choose from (White, 2017).
17. Sales are currently up. A representative for Halo Top told PEOPLE the company saw a 2500% rise in sales over 2016 and became the most searched brand on Instacart. *AdAge* reports they brought in nearly \$66.1 million in sales in a year with more than 13.5 million pints sold at an average price of \$4.89. Insider tip: The cheapest price we've seen is \$3.99 per pint for Amazon Fresh members (White, 2017).
18. Instead of traditional advertisements, the ice cream company pushes their product on their social media accounts. And not only are their Twitter and Facebook feeds aesthetically pleasing, but followers are often treated giveaways (White, 2017).
19. Halo Top recently beat out Ben & Jerry's and Haagen-Dazs for the top sales spot in its niche — grocery store ice cream pints (White, 2017).
20. YouTube personality Travis Stewart eats Halo Top (White, 2017).
21. Ryan Bouton, a former actor, was brought on to handle social media and wound up staying.
22. Halo Top has more than 550,000 followers on Instagram. Once there's a sizable list of flavor suggestions, Halo Top's 50 employees offer their votes, too. "It's pretty collaborative and fun," Woolverton said (Wohl, 2017).
23. The staff gets together on a varying schedule at the co-working space and the rest of the time communicates electronically or by smartphone. Third parties manufacture and distribute the 25 flavors sold in every major U.S. grocery chain (Wohl, 2017).
24. "They can be lean and flexible. This is a way that small businesses can really be successful," Cours said. "It shows that the core of a product's success can be the brand" (Wohl, 2017).
25. Halo Top handles its own social media outreach and digital ads, though as it grows it is preparing to look outside for help ("Halo Top," n.d.).
26. For now, its in-house marketing team goes directly to representatives at Facebook and Google, rather than working with a main ad agency or media agency ("Halo Top," n.d.).
27. "We cringe at the thought of giving canned, corporate answers to everything. It's so boring," Mr. Woolverton said. Halo Top once tried having agencies design ads and social media posts. That lasted about a week. "We came to the conclusion that no one could get our voice down as authentically as we can, so we decided to pull it back in-house," he said (Liffreing, 2017).
28. Mr. Woolverton said he aims to keep thinking like a "small brand at heart." Social and digital outreach "will almost certainly always be our main spends." Even so, as the brand



grows, he's considering a broader outreach plan including traditional methods (Liffreing, 2017).

29. "We're about to reach a certain 'saturation' point where we can do more traditional marketing—billboards, TV spots," he said. "The downside with these traditional channels is that it'll be harder to measure ROI, but now that people who see the ad will actually be able to go buy Halo Top, it's an area we have to explore" (Liffreing, 2017).
30. So far, it's worked. Over the past 10 months, the brand has seen a 160 percent increase in social followers, from 400,000 in August to 1 million today. According to Woolverton, sales have increased by 2,500 percent over the last year and the product is now available in grocery stores nationwide (Liffreing, 2017).
31. "The Perfect Pint" is a series of four humorous spots depicting an archetypal battle between an angel and the devil. In the first two spots, the devil tries to convince the angel to stop making the "sin-free" Halo Top ice cream because he likes how the decadent treat normally makes people feel "ashamed." The next two are slated to come out in July (Liffreing, 2017).
32. Halo Top was created in in 2012 (Calderone, 2017).
33. It recently became the best selling pint of ice cream in U.S grocery stores (Calderone, 2017).
34. There ice creams contain 240-360 calories per pint (Calderone, 2017).
35. Justin Woolverton created Halo Top in his own kitchen as a way to combat his issues with blood sugar (Calderone, 2017).
36. He states "I got into ice cream because I was really making it for myself." Instead of sugar, Woolverton user's organic stevia and a sugar alcohol called erythritol which according to the FDS is lower in calories and doesn't cause a sudden increase in blood glucose (Calderone, 2017).
37. A pint of Halo Top's chocolate chip cookie dough flavor clocks in at 48 grams of sugar compared to Ben and Jerry's Tonight Dough Flavor, which has 104 grams per pint (Calderone, 2017).
38. The more complex the flavor is, the more calories per pint (Calderone, 2017).
39. Flavors like mint chip and pistachio are 240 calories (Calderone, 2017).
40. Flavors like cookies and cream and sea salt caramel reach 320 calories (Calderone, 2017).
41. Halo Top counts celebrities among its fans (Calderone, 2017).
42. Stars like Karlie Kloss, JoJo Fletcher and Olivia Culpo have all expressed their love for the all-natural ice cream (Calderone, 2017).
43. Brie Larson is the most dedicated celebrity fan (Calderone, 2017).
44. The actress recently took to Instagram to show off her massive collection of pints on an appropriate food holiday "National Ice Cream Day" (Calderone, 2017).
45. A representative for Halo Top told People the company saw a 2500% rise in sales over 2016 and became the most searched brand on Instacart (Calderone, 2017).
46. The brand boasts 20 grams of protein per pint (Sifferlin, n.d.).
47. Halo Top CEO Justin Woolverton describes Halo Top as being healthy. "Everybody has their own definition of healthy," "For us, it means foods that are unprocessed as they can be. Halo Top is something where people can eat the whole pint, or a lot more than a

quarter cup of ice cream. It can fit into their diet without breaking the calorie bank.” (Sifferlin, n.d.).

48. Halo Top is a processed dairy product with sugar and sweeteners (Sifferlin, n.d.).
49. Critiques include that people shouldn’t eat a whole pint of ice cream and that people shouldn’t be looking to their dessert for protein purposes (Sifferlin, n.d.)
50. To keep calories low, Halo Top uses the zero-calorie sweetener Stevia (Sifferlin, n.d.)
51. For added sweetness, it also uses organic cane sugar, and erythritol, which is a type of sugar alcohol (Sifferlin, n.d.)
52. Halo Top uses prebiotic fiber, which Woolverton says is a natural type of fiber derived from plants like chicory root, to give the ice cream more texture and body (Sifferlin, n.d.).

#### Appendix W: Ben & Jerry’s Facts

1. Ben & Jerry’s has 577 stores worldwide ("Fast Facts," n.d.).
2. Ben and Jerry almost started a bagel company instead, but the equipment was too expensive ("Fast Facts," n.d.).
3. At any given time, Ben & Jerry’s offers 50-75 different flavors ("Fast Facts," n.d.).
4. The company has been around for 39 years ("Fast Facts," n.d.).
5. Ben & Jerry’s uses dairy products from 210 farms across the globe ("Fast Facts," n.d.).
6. Ben & Jerry’s believes that businesses have a responsibility to give back to the community ("Fast Facts," n.d.).
7. Since 1988, they have sourced brownies from Greyston Bakery, a social enterprise in Yonkers, New York with a open hiring policy that helps people find work, no matter what their background ("Fast Facts," n.d.).
8. The first Ben & Jerry’s store was opened in a renovated gas station in Burlington, Vermont ("Fast Facts," n.d.).
9. Ben & Jerry’s services 38 countries ("Fast Facts," n.d.).
10. Factories produce up to 400 pints per minute ("Fast Facts," n.d.).
11. “Half Baked” is the most popular flavor in the United States ("Fast Facts," n.d.).
12. Ben has very little sense of taste, which inspired him to make the ice cream chunky and packed with swirls of flavor ("Fast Facts," n.d.).
13. The company has a foundation that supports activism and community organizing for social and environmental justice ("Fast Facts," n.d.).
14. Ice cream creators are called “Flavor Gurus” ("Fast Facts," n.d.)
15. Statement of Mission: “Ben & Jerry’s is founded on & dedicated to a sustainable corporate concept of linked prosperity.” ("Fast Facts," n.d.).
16. Ben & Jerry’s has their mission statement divided into three different categories, and believe each category must thrive equally ("Fast Facts," n.d.).
17. Product Mission: “To make, distribute and sell the finest quality ice cream and euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment” ("Fast Facts," n.d.).

18. Economic Mission: “To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders and expanding opportunities for development and career growth for our employees.” (“Fast Facts,” n.d.).
19. Social Mission: “To operate the company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally and internationally.” (“Fast Facts,” n.d.).
20. Ben & Jerry’s supports mandatory GMO labeling (“Fast Facts,” n.d.).
21. Ben & Jerry’s engages in a “caring dairy” program to help farmers practice sustainable practices on their farm (“Fast Facts,” n.d.).
22. Ben & Jerry’s uses cage free eggs (“Fast Facts,” n.d.).
23. Ben & Jerry’s uses fair trade practices (“Fast Facts,” n.d.).
24. Ben & Jerry’s is working to reduce their carbon footprint, recycle their waste, create more eco-friendly freezers, and use responsibly sourced packaging (“Fast Facts,” n.d.).
25. Ben & Jerry’s uses PartnerShops, which are stores owned and operated by nonprofits that serve youth causes (“Fast Facts,” n.d.).
26. Ben & Jerry’s was acquired by Unilever in 2000 for \$326 million (“2016 Social,” n.d.).
27. Products are produced in pints, quarts, 500 ml cups, 2.4 gallon, 9.08 liter and 4.5 liter tubs, single-serve cups and individual novelties (“2016 Social,” n.d.).
28. Products are distributed in supermarkets, grocery stores, convenience stores, scoop shops, restaurants and other venues (“2016 Social,” n.d.).
29. “Ben & Jerry’s global business is managed out of our Central Support offices in South Burlington, Vermont. Ben & Jerry’s sits within Unilever’s Refreshments division, which is managed globally out of London and regionally from Unilever offices in Englewood Cliffs, New Jersey.” (“2016 Social,” n.d.).
30. Their CEO is Jostein Solheim (“2016 Social,” n.d.).
31. The CEO is guided by an independent Board of Directors, which was established when the company was acquired by Unilever (“2016 Social,” n.d.).
32. “Certified B Corporations, commonly known as B Corps, are a new type of corporation that uses the power of business to solve social and environmental problems. Certified B Corps must satisfy a rigorous assessment by the nonprofit B-lab that covers: corporate governance, worker benefits, community engagement and environmental performance.” (“2016 Social,” n.d.).
33. In 2012, Ben & Jerry’s became the first wholly owned subsidiary to gain B-corp certification (“2016 Social,” n.d.).
34. Ben & Jerry’s products for the North American market are made in manufacturing plants in Waterbury and St. Albans, Vermont, as well as in a Unilever facility in Henderson, Nevada (“2016 Social,” n.d.).
35. In 2016, they began manufacturing a new line of Ben & Jerry’s ‘Pint Slices’ at a Unilever facility located in Covington, Tennessee (“2016 Social,” n.d.).
36. Ben & Jerry’s makes products for the Canadian market in a Unilever facility in Simcoe, Ontario (“2016 Social,” n.d.).
37. Ben & Jerry’s has the best social media presence of any U.S. restaurant chain, according to a 2016 report by social media analytics platform NetBase. Not only did Ben & Jerry’s place first, but the brand did so by a fairly wide margin: 5,627 mentions per dollar in

sales. That's 39 percent higher than second-place Chipotle's score and nearly double than that of Starbucks (O'Brien, 2016).

38. Ben & Jerry's ranked 22nd in mentions according to NetBase but the company placed first when NetBase weighted conversation volume related to sales revenue (O'Brien, 2016).
39. Ben & Jerry's has an in-house social media team (O'Brien, 2016).
40. Ben & Jerry's sets aside 7.5% of its profits, before taxes, in order to fund social projects. They have been doing so since 1985 ("Fast Facts," n.d.).
41. Free Cone Day started in 1979, on the one year anniversary of the first store opening ("Fast Facts," n.d.).
42. Ben & Jerry's began packing their ice cream in pints in 1980 ("Fast Facts," n.d.).
43. Ben & Jerry's began franchising in 1981 ("Fast Facts," n.d.).
44. The first original store was demolished and turned into a parking lot in 1982 ("Fast Facts," n.d.).
45. In 1983, Ben & Jerry's ice cream was used to build the world's largest sundae, which weighed over 27,000 pounds ("Fast Facts," n.d.).
46. In 1984, Ben & Jerry's sets a precedent by discovering a little-known clause about stocks and brokering, then establishing a Vermont-only public stock offering to raise money for a new manufacturing plant ("Fast Facts," n.d.).
47. In 1988, Ben & Jerry are named "U.S. Small Business Persons of the Year" by President Reagan in a White House Rose Garden ceremony ("Fast Facts," n.d.).
48. In 1989, Ben & Jerry's comes out about their stance against rBGH ("Fast Facts," n.d.).
49. In 1994, Ben & Jerry's spread to the United Kingdom ("Fast Facts," n.d.).
50. Ben & Jerry's creates their website in 1995 ("Fast Facts," n.d.).
51. In 1996, Ben & Jerry's begins offering sorbets with no fat, no lactose and no cholesterol ("Fast Facts," n.d.).
52. In 2009, Ben & Jerry's held the "Do the world a flavor" contest ("Fast Facts," n.d.).
53. There are 747K followers on Instagram ("Fast Facts," n.d.).
54. They first posted on Instagram on February 13, 2011 ("Fast Facts," n.d.).
55. They have over 1715 posts on Instagram ("Fast Facts," n.d.).
56. 8,643,511 people like them on Facebook ("Fast Facts," n.d.).
57. May 2, 2017 marked Ben & Jerry's 39th birthday ("Fast Facts," n.d.).
58. Each employee gets 3 pints of Ben & Jerry's each day ("Fast Facts," n.d.).
59. "Dastardly Mash" (1979 - 1991) was the only flavor to ever contain raisins ("Fast Facts," n.d.).
60. Ben & Jerry's has a "graveyard" of discontinued flavors ("Fast Facts," n.d.).
61. There are over 300 flavors in this "graveyard" ("Fast Facts," n.d.).
62. Ben Cohen & Jerry Greenfield met in 7th grade gym class in Long Island in 1963 because they were the two slowest kids in class ("Fast Facts," n.d.).
63. Jerry was the first CEO of the company, but he felt bad so they put Ben's name first in Ben & Jerry's ("Fast Facts," n.d.).
64. Ben & Jerry moved to Vermont and completed a \$5 correspondence course in ice cream-making from Penn State University ("Fast Facts," n.d.).
65. They got a perfect score on the test (because it was open book) ("Fast Facts," n.d.).
66. The first flavor ever created by Ben & Jerry's was Vanilla ("Fast Facts," n.d.).

67. There is a tree house and a slide in the Ben & Jerry's office - both are used often ("Fast Facts," n.d.).
68. All of the meeting rooms at Ben & Jerry's headquarters are named after ice cream flavors ("Fast Facts," n.d.).
69. Ben & Jerry's has two hot air balloons that they break out on special occasions. One is shaped like a Cherry Garcia ice cream cone and is almost 100 ft. high ("Fast Facts," n.d.).
70. The first Ben & Jerry's location in Vermont was a renovated gas station, where they shared space with a local farmer who sold produce ("Fast Facts," n.d.).
71. Ben wanted to call the business "Josephine's Flying Machine", but Jerry didn't like it ("Fast Facts," n.d.).
72. The first pints were Oreo Mint, French Vanilla, Chocolate Fudge, Wild Blueberry, Mocha Walnut, Maple Walnut, Honey Coffee, and Honey Orange ("Fast Facts," n.d.).
73. None of the original 8 flavors have survived ("Fast Facts," n.d.).
74. There's a Scoop Shop on stilts in Bannister's Wharf, Newport, Rhode Island ("Fast Facts," n.d.).
75. Canada was the first country outside of the United States to celebrate Free Cone Day ("Fast Facts," n.d.).
76. The Ben & Jerry's headquarters are dog friendly and many employees bring their dogs to work ("Fast Facts," n.d.).
77. Chocolate Chip Cookie Dough is the most popular flavor worldwide ("Fast Facts," n.d.).
78. In 1986, Ben & Jerry got into their "Cowmobile" and drove across the United States, handing out free Ben & Jerry's ("Fast Facts," n.d.).
79. The "Cowmobile" burned to the ground on the way home ("Fast Facts," n.d.).
80. PETA awarded Ben & Jerry's their annual Proggy award in recognition of the new vegan Non-Dairy line ("Fast Facts," n.d.).
81. Each cone has an average of 259 squares. The textured surface holds more ice cream than a smooth surface ("Fast Facts," n.d.).
82. When Ben & Jerry's first started, they sold soup, crepes, and pottery alongside the ice cream ("Fast Facts," n.d.).
83. The flavor Bourbon Pecan Pie can only be found in Texas ("Fast Facts," n.d.).
84. The machinery used to create the Cores flavors is based on a German sausage maker ("Fast Facts," n.d.).
85. There are 43 flavors with 'Vanilla' in the name ("Fast Facts," n.d.).
86. Ben & Jerry's have flavor labs in Waterbury, Vermont and a Scoop Shop in Tokyo, Japan where new flavors are created each week ("Fast Facts," n.d.).
87. The cow you see on Ben & Jerry's packages is named Woody, after Woody Jackson, the artist who designed her in 1983 ("Fast Facts," n.d.).
88. Ben and Jerry's is the first ice cream company in the world to make Cores (pints of ice cream with a thick core of something in the middle, such as a brownie) ("Fast Facts," n.d.).
89. 100% of the profits from Greyston Bakery benefit the Yonkers, New York community ("Fast Facts," n.d.).
90. Ben & Jerry's hands out 1 million free scoops of ice cream each Free Cone Day ("Fast Facts," n.d.).

91. The factory in Waterbury produces 120,000 pints a day, one flavor at a time ("Fast Facts," n.d.).
92. Certain retailers carry exclusive flavors, including Target (Peanut Butter World, Peanut Butter Jam Session, Rockin' Blondies, and Volun-Tiramisu), Walgreens (Truffle Trifecta), 7-Eleven (Nutty Caramel Swirl), and Walmart (Mississippi Mud Pie: January-April, Cotton Candy: May-September). ("Fast Facts," n.d.).
93. Ben says he typically stands at Jerry's right side when they get photographed so that if you're looking at the photo from left to right, you see them in the right order. If you're ever unsure which one is which ("Fast Facts," n.d.).
94. Based on customer feedback, a new formulation of Cherry Garcia (with more cherries) will be headed to grocery store shelves soon. ("Fast Facts," n.d.).
95. A flavor that's currently in the testing/development stage is ChocoBanana, banana-cinnamon ice cream with brown sugar caramel swirls and milk chocolate chunks ("Fast Facts," n.d.).

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