

# HOUSE OF Pops

Delicious  
Guilt-free Pops  
for Everyone



# THE TEAM

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# About House of Pops

House of Pops, a UAE-based brand established in 2018, well known for its all-natural, plant-based popsicles.

It has positioned itself as a sustainable, healthy, and eco-conscious dessert brand in the market.





# Target Audience & Market Research

## TARGET AUDIENCE

- Leverage Instagram to engage health-conscious and eco-friendly audiences with visually appealing content.
- User-generated-content (UGC) to create a more relatable portfolio
- Start popsicle trend

## PERSONAS

- Sponsor influencers to create content
- Participate in food shows and eco-events (Dubai sustainability week)

## MARKET RESEARCH

- Create monthly promotions and market them via social media to generate hype



Brand overview

Objectives

Budget

Target Audience

Competitor Analysis

Key Message

Scheduling

Tone/Style

# Brand Mission & Vision

# Advertising Goals



- Creative Brief
- IMC

Increase brand awareness within the UAE, drive social media engagement and interaction, and boost sales



# Creative Campaign Messaging

**1 Main Message**  
Good for you, great for the  
planet!

**2 Variation 1**

**3 Variation 2**





# Media Mix Overview

(time plan)

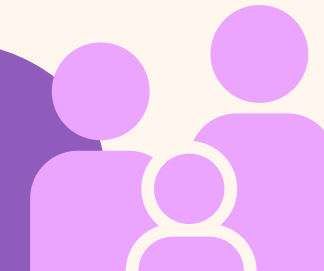
Digital (social media)



Print



Outdoor





# Digital Advertising Strategy



Social media, influencers

# IMC Plan

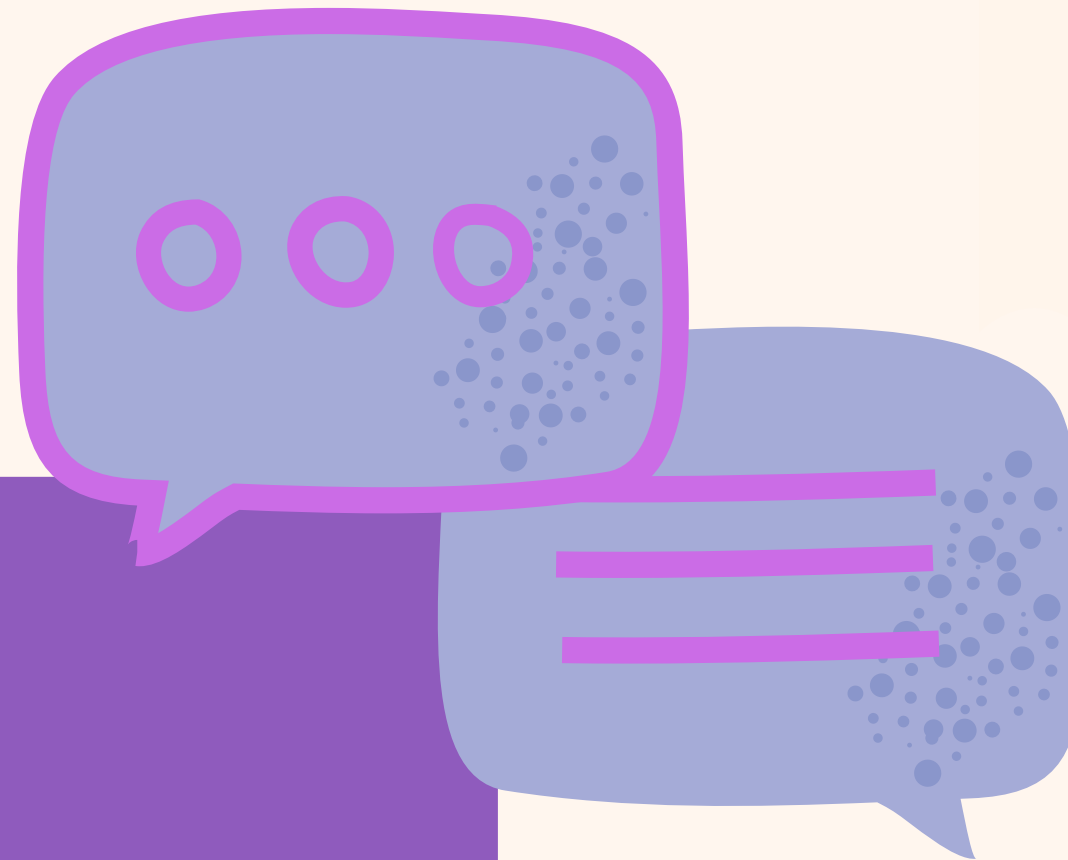
## Overview



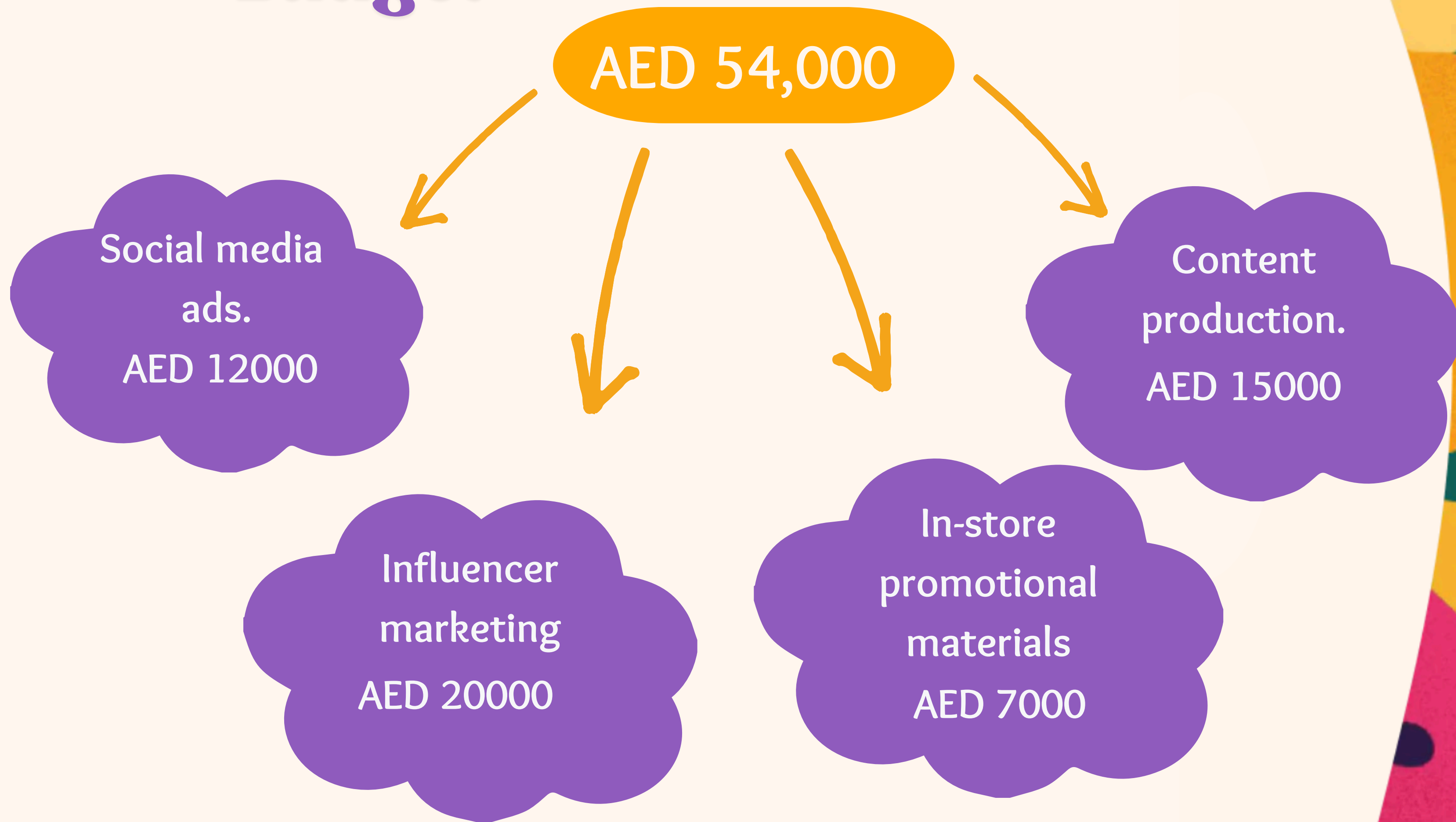


# Sample Creative Content

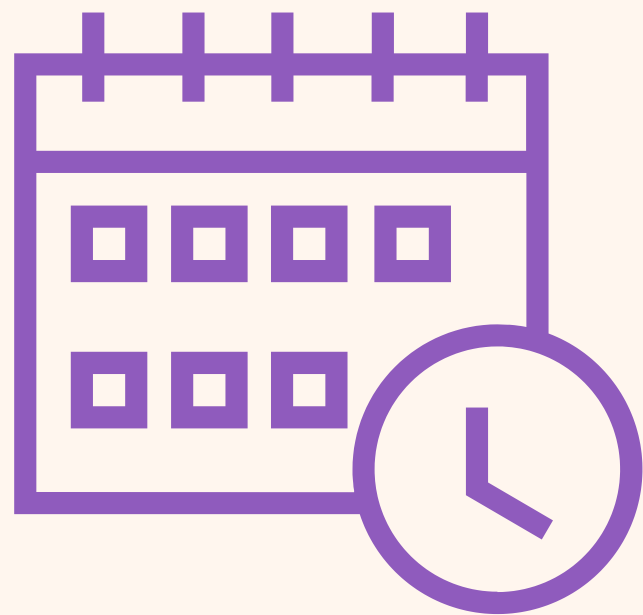
Mockups and Ad content



# Budget



# Campaign Timeline



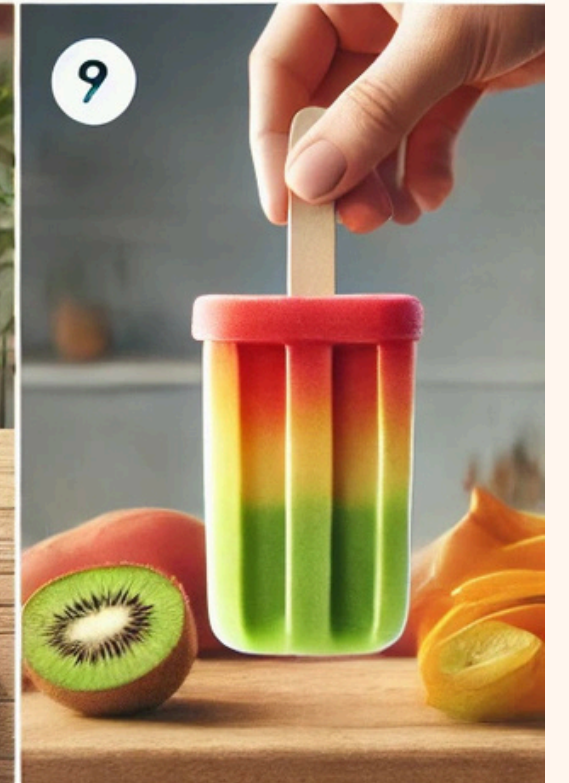
- Social media posts go live: October 25, 2024
- Campaign materials due: November 30, 2024.



# Performance Metrics - Post Testing

- 1 Social media impressions
  - Brand overview
  - Objectives
  - Target Audience
  - Key Message
  - Tone/Style
  - Scheduling
  - Competitor Analysis
  - Budget
- 2 Sales
  - Communication Tools
  - Research Strategy for IMC plan
  - Message pretesting
  - Message post testing
- 3 Website traffic increase

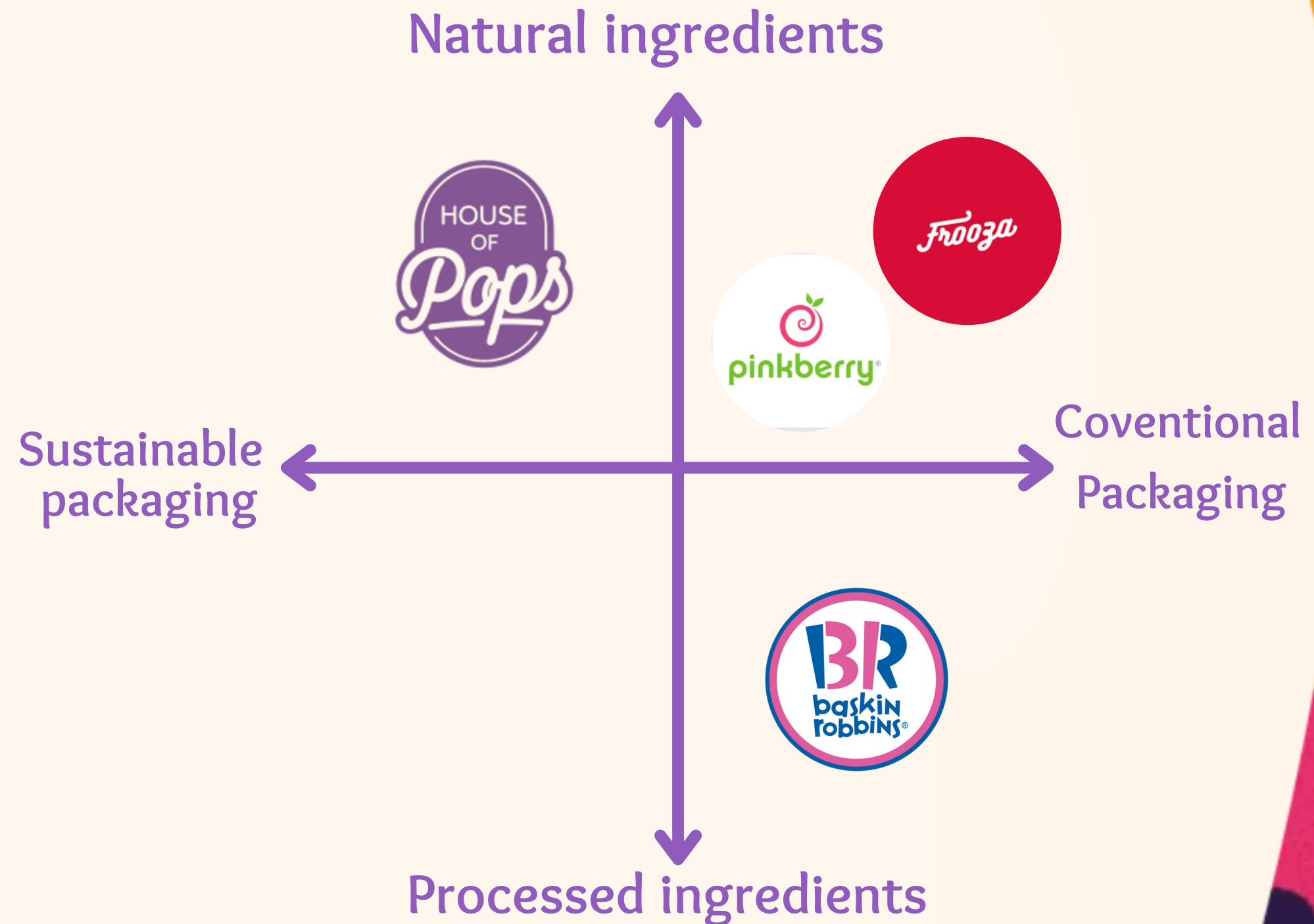






# Competitor Analysis

## House of Pops





# Research Strategy for IMC plan

## TARGET AUDIENCE

- Health-conscious individuals
- Eco-conscious consumers
- Families with young children



## MESSAGE CONTENT

- House of Pops core values and USP's
- Key Message
- Call to Action

## TIMING

- During Eco-conscious events like Dubai Sustainability week, positioning the brand as a leader in sustainable treats.
- Around ongoing Campaigns

## REPRESENTATIVES

Collaboration with local Dubai-based eco-conscious influencers, nutritionists, fitness enthusiasts, and lifestyle bloggers who resonate with the target market.

# References

- House of Pops (2024). House of Pops: Order Healthy Vegan & Keto Ice Cream in Dubai. [online] House of Pops. Available at: [https://houseofpops.ae/?srsltid=AfmBOop3pF3DAnAW\\_NmGMKzBWS5OEltG5yiicBLdvmPtCnf6wn4eS8fG](https://houseofpops.ae/?srsltid=AfmBOop3pF3DAnAW_NmGMKzBWS5OEltG5yiicBLdvmPtCnf6wn4eS8fG) [Accessed 9 Oct. 2024].
- BW Online Bureau (2024). House of Pops Brings Innovative Treats To Saudi Food Show For Second Year. [online] Everything Experiential. Available at: <https://everythingexperiential.com/article/house-of-pops-brings-innovative-treats-to-saudi-food-show-for%C2%A0second-year-519679> [Accessed 9 Oct. 2024].
- Planful (n.d.). How to Create a Marketing Plan Timeline. [online] planful.com. Available at: <https://planful.com/blog/how-to-create-a-marketing-plan-timeline/>.