

# 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 Mission Vision

Brand overview

Objectives

Budget

Target Audience

Competitor Analysis

Key Message

Scheduling

Tone/Style

# 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

## (ime plan)

Digital (social media)



Print



Outdoor





# Digital Advertising Strategy



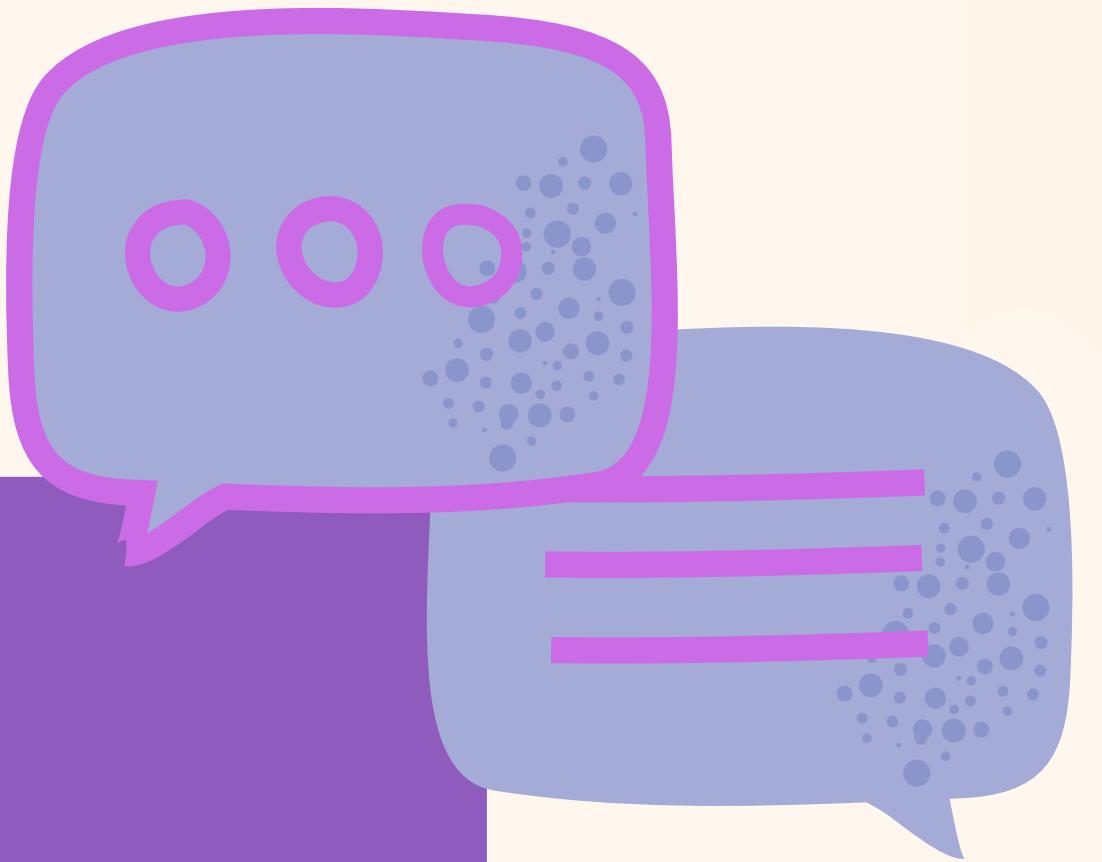
Social media, influencers



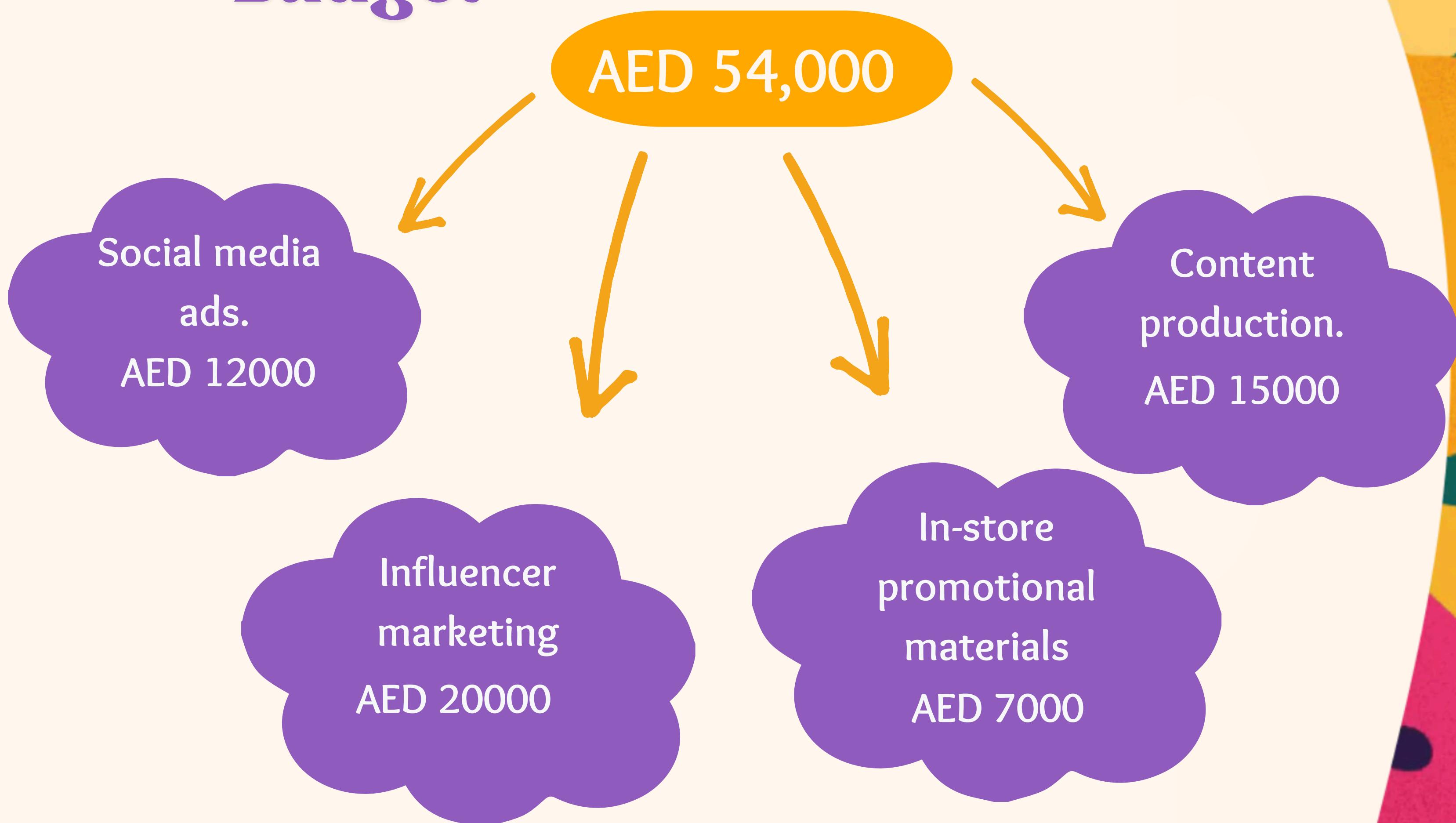


# Sample Creative Content

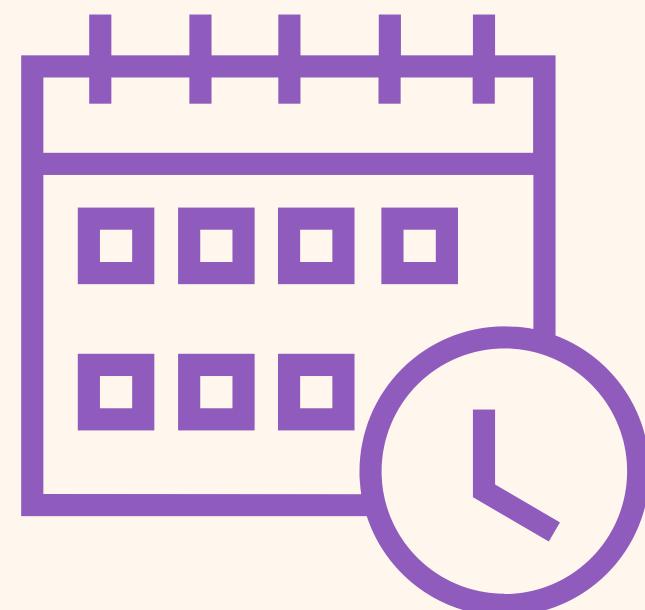
Mockups and Ad content



# 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

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## 2 Sales

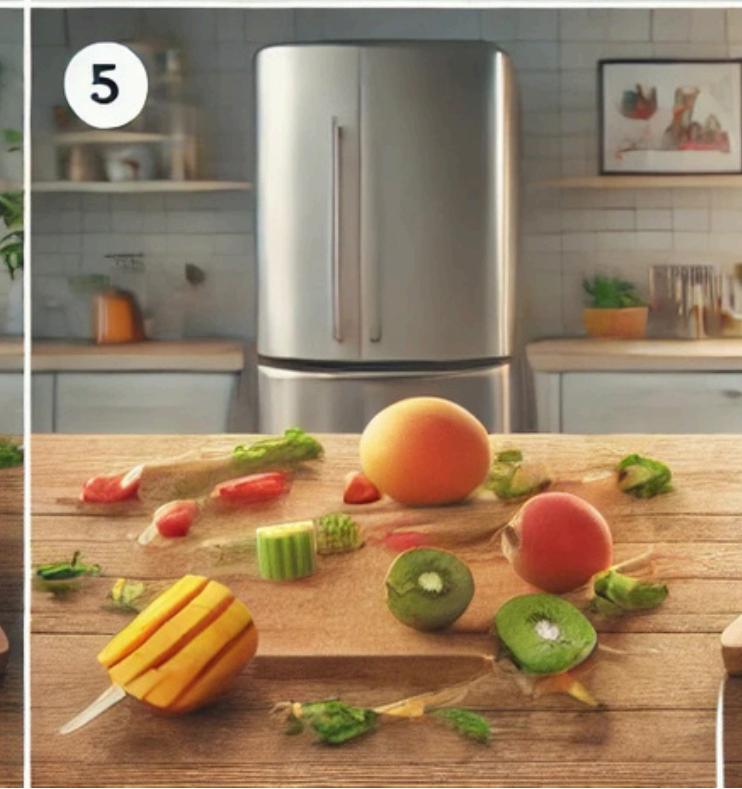
Communication Tools

Research Strategy for IMC plan

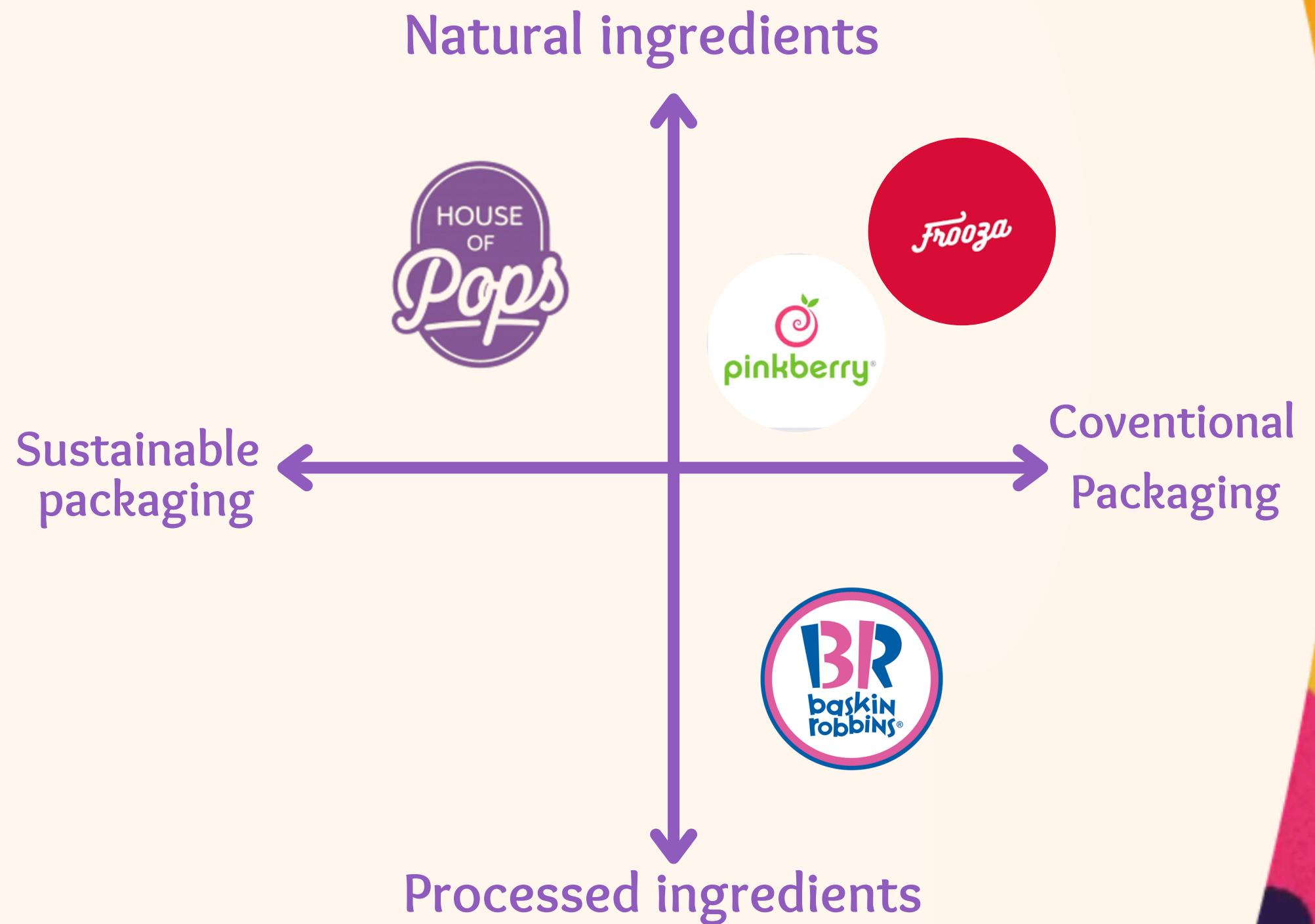
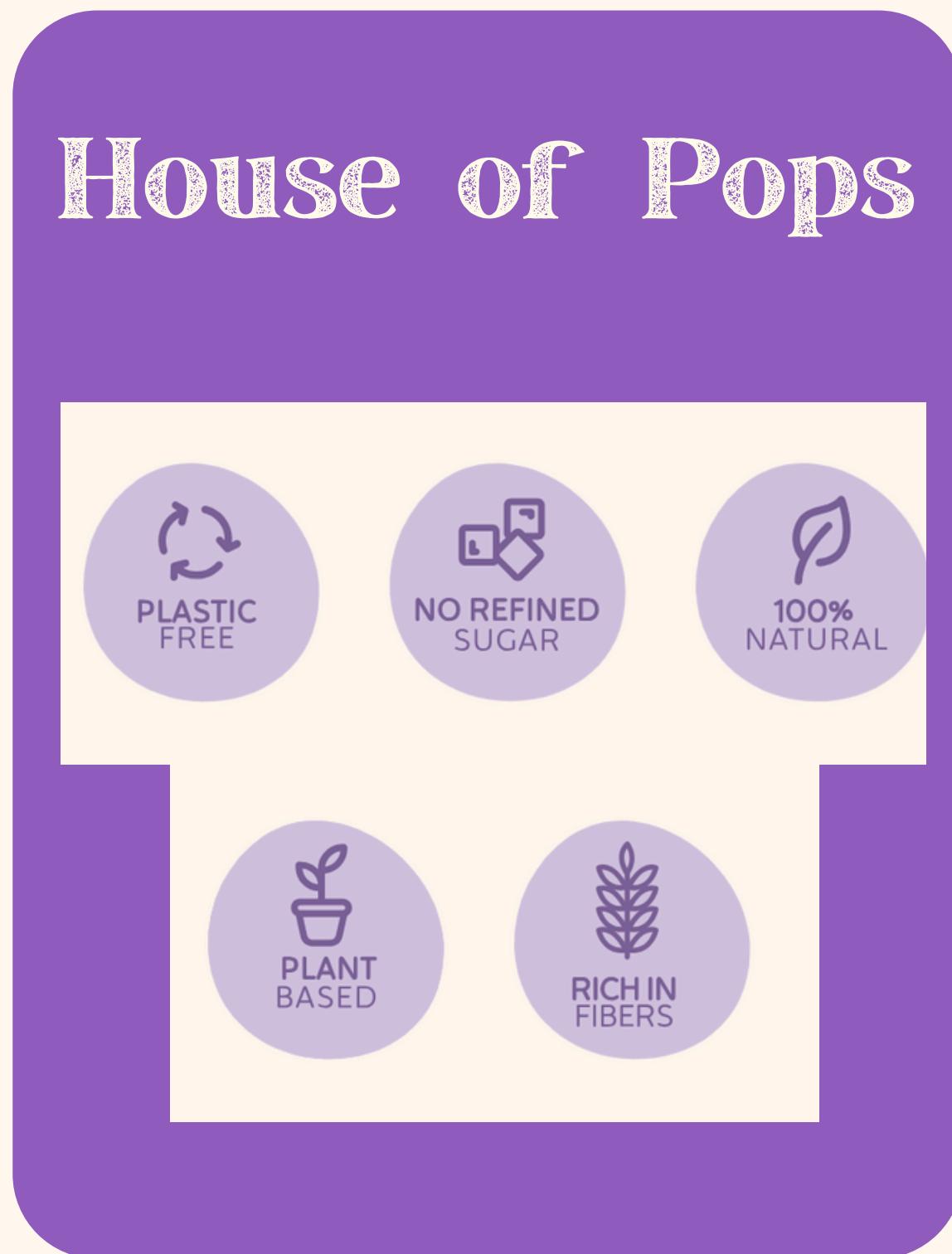
Message pretesting

Message post testing

## 3 Website traffic increase



# Competitor Analysis



# Research Strategy for IMC plan

## TARGET AUDIENCE

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



## 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.

## MESSAGE CONTENT

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

# 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/>.