



Tyler the Creator

X

**Jeni's Splendid Snowflake
Ice Cream Flavor**

Hannah Asadian
Minami Kato
Chloe Yu

Tyler the Creator



GOLF le FLEUR*

TYLER, THE CREATOR PRESENTS...

**CAMP
FLOG
GNAW
CARNIVAL**



Tyler Gregory Okonma is an American rapper/singer/songwriter/fashion designer. He rose to fame with his hip hop group Odd Future, and since then has released 5 solo albums, started the Golf Wang/Golf le Fleur clothing company, and began Camp Flog Gnaw, an annual music festival.





Jeni's Splendid Ice Cream is an artisanal ice cream brand with inventive and experimental flavors along with quality ingredients. Jeni's has retail stores in Los Angeles, Columbus, Cleveland, Nashville, Chicago, etc.



Product

- Tyler, the Creator has created his own ice cream flavor called Snowflake
 - described as "a cool and warm ivory green mint with white chocolate," stems from Tyler's disdain for macadamia nuts
- Snowflake is a collaboration between Tyler's GOLF le FLEUR* and the Columbus, Ohio-based Jeni's Splendid Ice Creams.



Snowflake Pack

- Appeals to Tyler's fans
- Limited edition
 - High demand, low availability
 - Creates high perceived value
 - Rare shirt, increases value
- Merges fashion and ice cream
- Brand equity for Jeni's



LIMITED EDITION SNOWFLAKE PACK

Jeni's x GOLF le FLEUR* Limited Edition Snowflake Pack includes one pint of Snowflake—a flavor collaboration between Tyler, The Creator and Jeni Britton Bauer—one Snowflake T-shirt by GOLF (online exclusive), and two of Tyler's favorite Jeni's flavors: Cream Puff and Goopy Butter Cake.

[BUY SNOWFLAKE PACK](#)



STP

Segmentation

- Young adults that follow his brand/music
- People who Purchase Jeni's Ice Cream

Targeting

- Concentrated
- Specific Segment
- More specifically targeted towards his fans.

Positioning

- Signature flower symbol on packaging
- Tyler's brand association on ice cream, recognizable to his fans



Price



Kids Scoop: \$4

Single Scoop: \$5

Trio: \$6

Pints: \$12



Place

- Sold in Jeni's Splendid Ice Cream brick-and-mortar locations
- Sold in Tyler the Creator's GOLF store located in Los Angeles
- Going to be sold at Tyler the Creator's shows and at his music festival called Camp Flog Gnaw
- Also sold online on Jeni's and Tyler's GOLF website



Promotion

 **golfwang** 



    

  Liked by **gigiwargin** and **111,622 others**

golfwang GOLF le FLEUR* x JENIS SPLENDID ICE CREAMS: SNOWFLAKE - JULY 6TH ONLINE/ FLAGSHIP --- JULY 8TH AT JENIS ICE CREAM STORES

 **Joy Williams**  @joywilliams · Aug 6

Shoutout to [@tylerthecreator](#) and [@jenisicecreams](#) for continuing to enable my summer ice cream obsession.



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 **Tyler, The Creator**  @tylerthecreator

GOLF le FLEUR* x JENIS SPLENDID ICE CREAM: JULY 6TH



What will Jeni's ice cream get out of this collaboration?

- Attract Tyler's fan base = more business + exposure



Tyler and Jeni :)

What will Tyler ice cream get out of this collaboration?

- More exposure
- Contributing to his brand identity
 - Known for penetrating a variety of markets

Thank you!

