

Brigham's Ice Cream: Advertising Tag Line

Objective Determine most powerful advertising strategy

Data Source Telephone and Website interviews

Question *"What thoughts or words come to mind when you think of Brigham's?"*

ThoughtSCAN[®]

VERBATIMS

creamy

rich

family

ThoughtScan Frequency

142

50

36

ThoughtTalk

"I remember happy times with my family."

"The rich, creamy taste makes me feel good."

"The rich, creamy taste is the best around."

Results

Successful television campaign launched with nostalgic family situations. Voice-over describes the "rich, creamy taste of Brigham's Ice Cream"

www.wallacewashburn.com