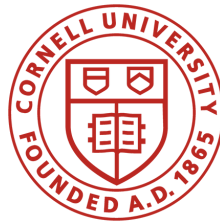


LAYERS OF LIFE

An Investigation Into Experiential Marketing
and Multigroup Initiatives

FINAL DELIVERABLE



THE CONSULTANT

- Cornell University Senior, graduating December 2023 in Communication with Business and Information Science minors.
- Experienced in strategic communication and on third volunteer consulting project.
- Aims to create innovative go-to-market strategy and sustainability plan.
- Passionate about climate change and dedicated to supporting Cayuga Nature Center.
- Self-proclaimed ice cream expert, committed to leveraging expertise for exhibit awareness and funding.



Emily Wolfman is a Senior at Cornell University and will graduate in December 2023 with a Communication degree and minors in Business and Information Science. Emily is interested and experienced in using strategic communication tactics to make an impact. With this being her third volunteer consulting engagement, she is excited to bring critical thinking and creative insights to the project. She plans to use her past experience to develop an innovative go-to-market strategy and sustainability plan to bring to the client. In addition to being passionate about climate change and consulting, she is also a self-proclaimed ice cream expert.

Emily is committed to providing high-quality insights to help the Cayuga Nature Center utilize ice cream to help increase awareness and funding for their newest exhibit.

THE MISSION

“Help the Cayuga Nature Center determine the most effective ways to scale up productions of the Layers of Life Ice Cream Flavor so that it can be used to raise awareness for the effects of climate change and raise funds necessary to update the Layers of Life Exhibit.”

Nonprofit organizations are the backbones of our communities. They constantly drive positive change by addressing unmet needs and filling knowledge gaps. According to the New York Council of Nonprofits (NYCON), in January of 2023, there were more than 116,800 registered nonprofit organizations in New York. Of that, 1.3% (~1,500) focus on environmental issues. But just because an organization is registered with 501(c) status does not mean it adequately offers the services it promises. Since its inception in 1981, the CNC has focused on building appreciation and awareness for the natural scientific world through youth education initiatives. Almost 50 years before that, the PRI was built in affiliation with Cornell University. Following extensive research that found that the best way to teach young people about science is through interdisciplinary studies, a unanimous vote in January 2011 confirmed that the two organizations would merge.

The Cayuga Nature Center is updating its existing Layers of Life exhibit with plans to reopen in the Spring of 2024. This new exhibit aims to use multi-sensory experiences to expose the Ithaca community to how climate change impacts our natural world.

In 2022, a group of Cornell University Consultants developed the Layers of Life Ice Cream as a means of experiential marketing for the Exhibit. The tri-layered Neopolitan-style ice cream intends

to display the key elements of the new exhibit while educating customers about the impacts of climate change, raising funds, and sparking general curiosity in the public.

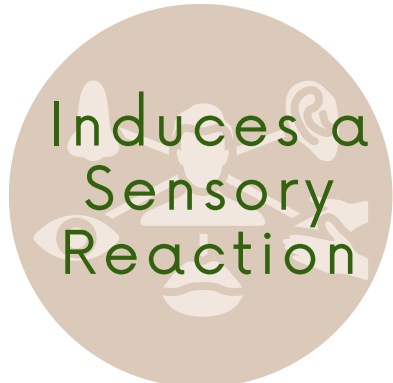
The goal of the segment of the present engagement is to understand the components of experiential marketing best to make well-informed recommendations for the production and distribution of the ice cream.



EXPERIENTIAL MARKETING:

A circular icon with a light brown background. It features several stylized human figures in white, some with arrows pointing towards each other, symbolizing connection and interaction.

Creates a
Connection
with the
Consumer

A circular icon with a light brown background. It features a stylized human figure in white with various sensory icons (ear, eye, nose, mouth) around it, symbolizing sensory perception.

Induces a
Sensory
Reaction

A circular icon with a light brown background. It features a stylized human figure in white next to a shopping cart and a person holding an umbrella, symbolizing interactive experiences in nature.

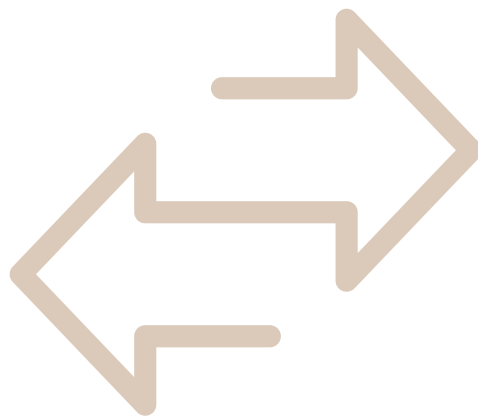
Is
Interactive
in Nature

Experiential marketing is a marketing strategy that creates immersive, real-world interactions and memorable experiences for consumers to forge deep emotional connections with a brand. Unlike traditional marketing, which sees customers as rational beings who prioritize benefit and function above all else, experiential marketing considers the customers' emotions, which are motivated by pleasurable and interactive experiences (Schmitt, 1999). Further, past research has found that familiar multi-sensory and emotional experiences can help eliminate some of the barriers people put up when faced with discussing pressing or complex issues (Eiseman & Martin, 2018). Climate change is one such issue. A successful experiential marketing experience could be an effective way to catalyze these conversations and can be leveraged into more successful fundraising efforts for a cause. The critical characteristics of experiential marketing are that it creates a connection with the consumer, induces a sensory reaction, and is interactive in nature (Pacsi & Szabó, 2018).

CREATING A CONNECTION

“Emotions that are attached to events are much more memorable” -Tulving, 1972

THE
TRANSFER
DURING
LEARNING



THE
TRANSFER
OF
LEARNING

Much prior research has been done on the relationships between emotional appeals and memory-making. The more emotions are attached to an experience, the more memorable that experience is said to be (Tulving, 1972). Additionally, donors are more inclined to give more significant amounts of monetary donations when they feel connected to the cause; this is why education and awareness are essential (Bhati & Hansen, 2020). There are two critical points in experiential marketing which determine the audience’s likelihood of adopting new perspectives. The first is the transfer during learning, defined as providing content and messaging to a target audience (Smith & Hannover, 2016). The second is the transfer of learning, when a target audience combines new information with what they already know and walks away from an experience with a new perspective (Smith & Hannover, 2016). When people learn something new or are motivated to see things in a new way, they can apply that knowledge to a new area, use it to motivate future action, or find new value in a given topic (Perkins & Salomon, 1999).

MULTISENSORY REACTION

A MULTISENSORY EXPERIENCE

- Taste
- Temperature
- Visual Appeal
- Smell
- Social Interaction
- Emotional Response

A HEDONIC GRATIFICATION

- Pleasure from taste
- Indulgence
- Variety
- Nostalgia

Experiential and social marketing involving food-based consumer products has been found to increase marketing efficacy by enhancing the audience's well-being and promoting engagement in pro-social activities (Eiseman, 2019). There is enormous potential here for nonprofit organizations to employ food and the implications associated with eating that elicits a positive emotional response which helps to tether citizens to a critical cause like climate change. Various studies found a positive correlation between positive experiences and increased charitable and volunteering behaviors. The amount of positive emotions a consumer experiences is directly related to the degree to which their senses are engaged positively. The simple act of eating ice cream, specifically, exposes several senses. It utilizes vision, olfaction, audition, gustation, and somatosensation (Budovich, 2018). It is also a pleasurable experience that satisfies basic hedonic gratifications.

THE SIGNIFICANCE



Participants are more likely to increase charitable behaviors after experiencing positive events

-Isen and Levin, 1972



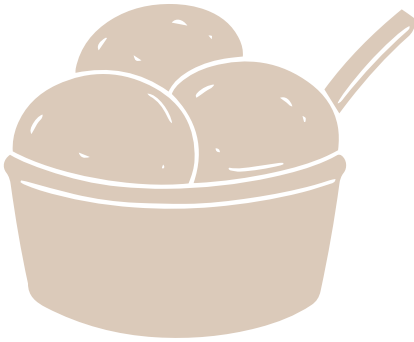
Positive mood states increase altruism; feelings of competence, and increase helping and volunteering behavior

-Harris & Huang, 1973; Kazdin & Bryan, 1971

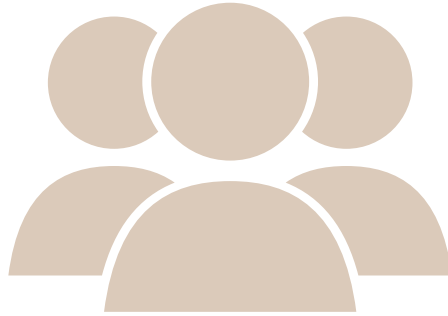
Within fundraising campaigns, higher degrees of interactivity incited higher degrees of enjoyment, consequently translating to a higher intention to donate (Panic et al., 2015). One easy way to make a fundraising effort more interactive is by gamifying certain elements, which increases audience engagement and motivation (Golrang & Safari, 2021). Any experience that involves eating is, in itself, interactive, but additional affordances that prompt the audience to “guess,” “try,” or “do” have proven to be more effective in influencing certain behaviors.

Synthesizing the existing literature on experiential marketing allows a bottom-up approach to be taken. With all of the facts available, nonprofit fundraising efforts (such as The Cayuga Nature Center’s campaign) can be strategically built from the ground up to ensure the most effective use of experiential marketing techniques. These more robust campaigns could lead to a widespread shift in perspectives, a more vital willingness to donate, and increased awareness for pressing issues. Through this lens, recommendations can be made for revamping the Layers of Life Ice Cream Tasting experience.

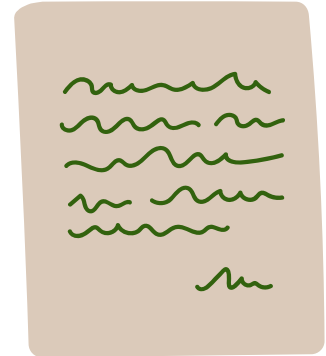
CURRENTLY:



Three ice cream
flavors



Sliced and served by
a member of Cornell
Food Science team or
LOL consulting team



LOL team
presents ice
cream origin
story



RECOMMENDATIONS & CONSIDERATIONS

RECOMMENDATION 1: TRUFFLES

From slabs to **premade layered truffles coated in chocolate**

Atmosphere

Organic Material

Inorganic Material



Shifting from slabs to truffles would allow the food science team to use the same method of making large slabs but make distribution scalable. The slices could be produced similarly and then stacked, sliced, and dipped in chocolate. That way, multiple bite-size truffles can be placed in biodegradable cardboard pints and sold by the serving. This allows the story to speak for itself as the truffle tells the tale of the atmosphere, organic matter, and inorganic matter.

HOW TUFFLES ARE MADE

STEP 1:

Cut slab into bite-size pieces

STEP 2:

Blast chill pieces using dry ice
(this is currently where we stop)

STEP 3:

Enrobe pieces in dark chocolate

STEP 4:

Blast chill again

Adapted from "UNWRAPPED: How DIBS Are Made | Unwrapped | Food Network"
<https://www.youtube.com/watch?v=Z6LNaDrwncA>

The closest product on the market to the chocolate-covered truffles being proposed is Eddy's Dibs. Dibs are "Bites of crispy, chocolatey coating filled with creamy vanilla." While Eddy's mass produces Dibs and can pump out over 370,000 truffles an hour, the method for making dibs can be scaled down to be feasible for the Layers of Life Food Science Team. Additionally, the first two steps of cutting the slabs into bite-size pieces and blast-chilling them are on track with what was already being done to prep the ice cream for tasting events.

BEN AND JERRY'S: A CASE STUDY



IN 2002, BEN & JERRY'S
RELEASED
ONE SWEET WHIRLED

"It's an ice cream flavor...it's an environmental action website...it's One Sweet Whirled™ and it's all interconnected, as Ben & Jerry's partners with Dave Matthews Band® & SaveOurEnvironment.org in a campaign to help fight global warming."

<https://www.benjerry.com/values>

<https://www.benjerry.com/about-us>

BEN AND JERRY'S: A CASE STUDY

"We believe that ice cream can change the world. We have a progressive, nonpartisan social mission that seeks to meet human needs and eliminate injustices in our local, national, and international communities by integrating these concerns in our day-to-day business activities."

TAKE AWAYS:

- Develop a clear responsibility policy
- Access product mission, social mission, and economic issue with creative solutions and hold deep respect for the people and community involved
- Adopt a nonpartisan stance that everyone can get behind

WHY PACKAGING MATTERS

NECESSARY COMPONENTS:

- Eco-friendly stickers
- Biodegradable cartons and lids
- Biodegradable napkins (tasting events)
- Exclusive use of Climate Change vs Global Warming
 - "Respondents who were asked about climate change responded yes more often (85.8%) than respondents who were asked about global warming (80.9%)"

(Schuldt, Enns, & Cavaliere, 2017)

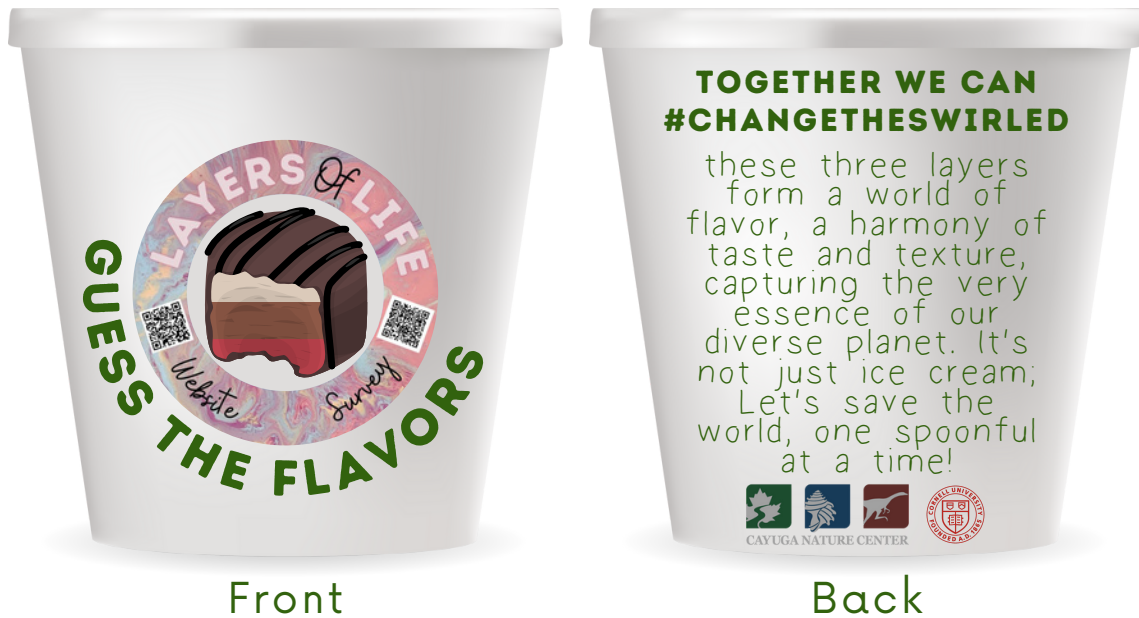
- 57% of Americans look for products and packaging from recycled materials
- 37% of Americans said they have boycotted a brand that was careless toward the environment
- 67% of Americans said they would pay 5-10% more for environmentally compatible products

(Roberts & Bacon, 1997)

Eco-labels: https://www.avery.com/blank/material/ecofriendly-matte-white-labels?gad_source=1&gclid=CjwKCAiApuCrBhAuEiwA8VJ6Jpj45ocBQkhz76BJiv_ks7LupCmQ-8R1uEbFRF-PHIjh-X6chZjrRoCZpgQAvD_BwE&gclidsrc=aw.ds

Pints: https://www.visstuncups.com/products/_product.php?item=C9R6

RECOMMENDATION 2: PACKAGING



Strategic communication via biodegradable cardboard cups

Instead of attempting to avoid packaging altogether, the packaging should be used to help tell the story.

The meaning behind the ice cream can be effectively retold on recyclable cardboard ice cream pints.

COMPETITOR ANALYSIS: PRICING



Positioning the Layers of Life Ice Cream at ~\$6 aligns us with competitors while capitalizing on increased willingness to pay for environmentally friendly products

Price per pint (not including shipping)

Cornell Dairy Bar: \$22.50

<https://cals.cornell.edu/cornell-dairy/products/ice-cream>

Jenni's: ~\$10

[https://www.instacart.com/landing?](https://www.instacart.com/landing?product_id=135031&retailer_id=231®ion_id=2535322288)

[product_id=135031&retailer_id=231®ion_id=2535322288](https://www.instacart.com/landing?product_id=135031&retailer_id=231®ion_id=2535322288)

Ben & Jerry's: ~\$5

<https://www.target.com/p/ben-jerry-s-ice-cream-chocolate-fudge-brownie-16oz>

Dibs: ~\$4

<https://www.walgreens.com/store/c/edy%27s-dibs-bite-sized-frozen-dairy-dessert-snacks-crunch/ID=prod6061960-product>

RECOMMENDATION 3: DEFINING DEMOGRAPHICS



The Learner



The Funder

The mission of this engagement has always been two-pronged: to help raise funds for The Paleontological Research Institution's new Layers of Life Exhibit and to help educate the public about climate change through the interactive experience of eating ice cream.

With a better understanding of how to fundraise most efficiently and experiential marketing campaigns, it became clear that those two goals might be at odds.

My recommendation to achieve both goals simultaneously is to identify what key demographic to target for each. Broadly, this correlated to defining the learners or the people who are most apt to learn about climate change and the funders or the people who will be critical in raising the necessary funds. The following slides will highlight potential personas that fit into these two demographics and dig deeper into how to best target them.

It is important to note that even with these demographics defined, they are by no means mutually exhaustive.

WHO IS A LEARNER?



THE CURIOUS CHILD

- Age Range: 12-16
- Grade: Middle or High School
- Educational Background: Secondary education
- Hobbies: Science fiction, school science fairs, nature exploration
- Learning Style: Interactive and visually stimulating



THE LIFE-LONG LEARNER

- Age Range: 35-50
- Educational Background: Advanced degrees
- Hobbies: Streaming science conferences, reading scientific journals, advocating for sustainable practices
- Learning Style: In-depth and data-driven

HOW TO TARGET A LEARNER

CO-HOST CLIMATE-RELATED
EVENTS ON CAMPUS AND IN
ITHACA

ALLOW THEM TO KEEP UP WITH
US ON SOCIAL MEDIA

INVOLVE THEM IN FUTURE FOCUS
GROUPS/TASTINGS

FROM SURVEY TO FOCUS GROUPS

GOAL: LEARN MORE ABOUT

Tasting experience & purchasing intent
Science curiosity
Food relationship
Climate change and food

BENEFITS OF RUNNING A SEMI-STRUCTURED INTERVIEW

Framework
adapted
from existing
survey

Allows for
flexibility

Opportunity
to probe for
depth

Offers a
contextual
understanding

(Jamshed, 2014)

Benefits of Semi-structured Interviews:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4194943/>

WHO IS A FUNDER?



THE COLLEGE STUDENT

- Age Range: 18-25
- Major: Business Administration, Computer Science, etc.
- Hobbies: Sports, gaming, socializing
- Values: Novel and unique experiences



THE FOODIE

- Age Range: 40-60
- Occupation: Small Business Owner
- Hobbies: Gardening, cooking, exploring local cuisines, participating in food festivals
- Values: Community initiatives, collaborations, and a passion for food

HOW TO TARGET A FUNDER

COLLABORATE WITH ON-CAMPUS ORGS (CLUBS, GREEK LIFE, PROGRAMS) AS A PHILANTHROPY PARTNER

ESTABLISH A PRESENCE IN LOCAL GROCERY STORES

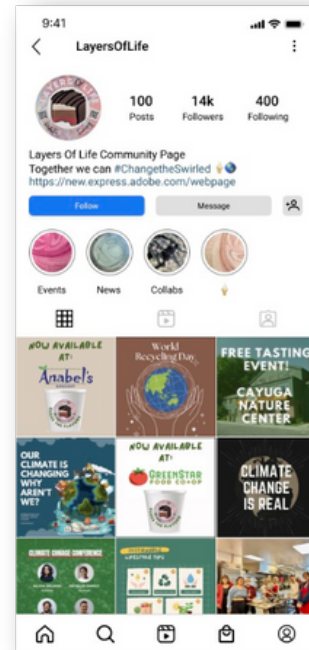
WHERE TO SELL LOL ICE CREAM



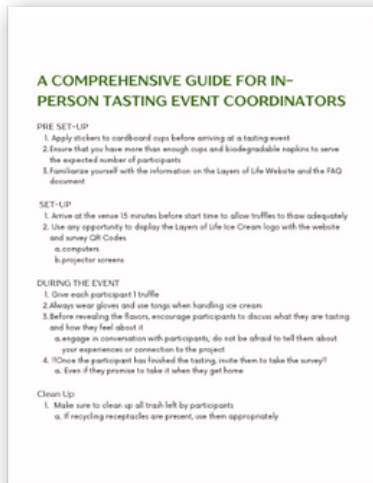
RECOMMENDATION 5: SOCIAL MEDIA PRESENCE

LEVERAGING ICE CREAM TO BUILD A COMMUNITY

- Updates about store availability
- Highlight the faces behind Layers of Life
- share important climate change news
- Promote important events on campus
- Collaborate with other organizations to increase reach



RECOMMENDATION 4: IN-PERSON TASTING EVENT COORDINATORS



Agenda Document



FAQ

Click on Documents to see full-size versions!

RECOMMENDATION 6: ANGEL INVESTORS

ANGELS
INVESTED
OVER \$25
BILLION IN
EARLY-
STAGE
COMPANIES
IN 2020

ANGEL INVESTOR PROFILE

generally, high-net-worth individuals who invest their own money directly in emerging businesses. Most angel investors are accredited investors, and many are current or former entrepreneurs themselves.

The Layers of Life project is ripe for investments from this subgroup right now, especially as it seeks to expand into the mainstream market



WWF

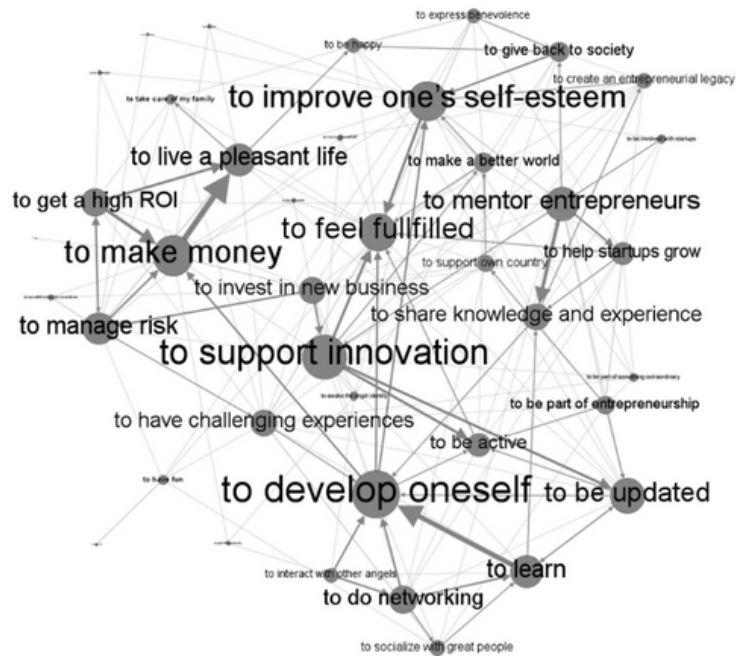


Retired NGO/NON profit Leaders who can bring strategic industry knowledge to the company, taking an active role as a director or advisory board member.

(SEC, 2023)

WHY ANGEL INVESTORS?

Figure 1. Angel investors' goals identified by business angels, using the weighted degree algorithm.



(SEC, 2023)

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Thank you so much! It has been an absolute pleasure working with you this semester.