

# CAL POLY CREAMERY

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EXPERIENTIAL MARKETING CAMPAIGN IDEATIONS

# THE EXPERIENCE

Our goal is to implement memorable experiences, interactive events, and community focused initiatives to celebrate and feature the Cal Poly Creamery and its offerings.



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**Cal Poly Creamery  
Scoop Truck  
+ punch card**



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**Taste the Central Coast  
Event**



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**De-Stress for finals with  
Goat Yoga & Ice Cream**

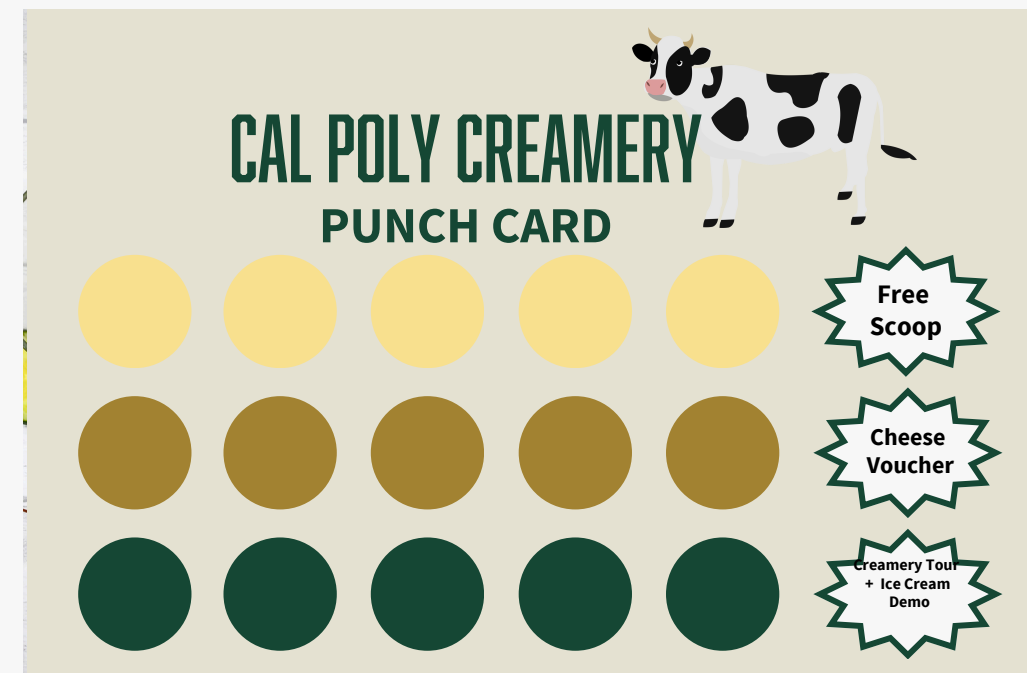


# CAL POLY CREAMERY

## SCOOP TRUCK

### + PUNCH CARD

- Scoop Truck
  - WOW events, Club Rush/IFC events, sports games, career fairs etc.
  - Fully insulated, stylish, and CP branded
- Loyalty Program: Punch Card
  - Tiers & Rewards:
    - Tier 1: Free ice cream after 5 visits
    - Tier 2: Free cheese voucher after 10 visits
    - Tier 3: Win a creamery tour + make-your-own ice cream experience (winner + 1 guest)





# MENU UPDATES

- Unique names for specialty flavors + toppings
  - “Mustang Madness”
  - “Central Coast Crunch”
  - “Poly Pride”
- Execution - Student Involvement
  - Dairy Science student with an interest in Graphic Design/Marketing





# TASTE THE CENTRAL COAST

Celebrate Cal Poly's wine, cheese, and ice cream in a wine-tasting-inspired experience through partnership of Cal Poly Wine and Viticulture and the Cal Poly Creamery.

- **Where?**
  - Cal Poly Creamery lawn
- **What?**
  - Wine-tasting-like ambiance + tasting tables
  - Curated wine and ice cream pairings
  - Charcuterie boards featuring Cal Poly-produced meats and cheeses
  - Attendees will receive punch card





# WINE AND ICE CREAM PAIRINGS

Enjoy the perfect fusion of local flavors with curated wine and ice cream pairings, designed to highlight the best of Cal Poly's Wine Department and Creamery offerings.



Chocolate  
+  
Zinfandel



Mint Chip  
+  
Merlot



Strawberry  
+  
Prosecco



Vanilla  
+  
Riesling



# FINALS WEEK DE-STRESS

## GOAT YOGA AND ICE CREAM

Enjoy a playful stress-relief event hosted by Campus Health and Wellbeing and the Cal Poly Creamery featuring goat yoga, ice cream, and fun photo ops

- **Who?**
  - Campus Health & Wellbeing x Cal Poly Creamery
- **When?**
  - Spring Quarter Finals Week
- **Where?**
  - Dexter Lawn, Cal Poly
- **Tickets**
  - \$10 for students (Yoga + Ice Cream)
  - Proceeds support both Cal Poly departments
- **Promotion**
  - Cal Poly ASI & instagram accounts





# FINALS WEEK DE-STRESS GOAT YOGA AND ICE CREAM

Enjoy a playful stress-relief event hosted by Campus Health and Wellbeing and the Cal Poly Creamery featuring goat yoga, ice cream, and fun photo ops

- **Event Details:**
  - 45-minute beginner-friendly sessions with certified instructors + goats
  - 1 free ice cream scoop voucher with purchase of ticket
  - **Photo Booth & Meet-and-Greet**
    - Fun props and social post opportunities
    - #GoatsAndScoopsCalPoly
- **Sustainability & Mental Health Booths:**
  - Resources and tips for well-being







CAL POLY

**THANK YOU!**

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