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Baskin Robbins

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Digital Brand Strategy

Brand Guidelines

April 2023

Seize the yay!

"Discover your flavour adventure"

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Scoops of History

Two brothers-in-law had a goal about three-quarters of a century ago to open an innovative ice cream shop that would serve as a neighbourhood meeting spot for families. **Burton "Burt" Baskin** and **Irvine "Irv" Robbins** shared a love of old-fashioned ice cream and a desire to serve customers with a range of flavours created with high-quality ingredients in a fun, friendly ambiance.

During their teenage years, Irv worked at his father's ice cream parlour, while Burt served as a Lieutenant in the United States Navy during World War II, manufacturing ice cream for his fellow troops. Following the war, the two entrepreneurs were keen to capitalise on the American ice cream craze.



Delicious start of a sweet journey!

- They began their own businesses on the suggestion of Irv's father. Irv opened **Snowbird Ice Cream** in Glendale, California, in 1945, offering twenty-one flavours of high-quality ice cream in a friendly, personalised ambience.
- Meanwhile, Burt founded **Burton's Ice Cream Shop** in Pasadena, California, a year later. It was not until 1953 that the ice cream chain ditched the names Snowbird and Burton's to go with **Baskin-Robbins**.
- Only until 1953 did they decided on a consistent brand identity, following the advice of the local advertising agency **Carson-Roberts**, which eventually became part of Ogilvy & Mather. The firm also devised the phrase "**31 flavours**" which is meant to signify a different flavour each day.



Baskin-Robbins' founders were firm believers in the significance of allowing people the opportunity to choose. This idea resulted in the iconic "31 flavours" concept, which is still a crucial element of the brand's identity today. They also believed in the value of allowing consumers to try flavours for free, as seen by the usage of **Pink Taster Spoons** by Baskin-Robbins.

Since 1945, the brand has released over 1,300 flavours, including vegan and non-dairy options in 2019, with over 7800 franchise locations in fifty countries.



For almost 75 years, **Baskin-Robbins** has been the location for celebrating life's most momentous events. Today, it is a popular gathering spot for family and friends to celebrate unique events.

Seize the yay! 

Brand Strapline

The current **Baskin-Robbins** strapline, which was just changed along with the whole rebranding, was good, and I don't want to change since it matches the brand well, and don't want to force a change.

The tagline "**Seize the Yay!**" is a play on the popular saying "Seize the Day!" which urges people to make the most of every moment. **Baskin-Robbins** wants to inspire people to enjoy life to the fullest by engaging in simple pleasures like sharing a scoop of ice cream with friends and family. They feel that life is too short to not embrace the simple pleasures in daily life, and that every day is a reason to celebrate.

Vision

Baskin-Robbins aspires to be the top global ice cream brand, catering to the tastes of ice cream fans worldwide. The firm is committed to providing high quality products, outstanding customer service, and a memorable brand experience that creates long-term relationship with customers.

Mission

Make the Baskin-Robbins neighbourhood a delightful and happy place for the customers, by creating joy and inspiring moments of happiness with every scoop, cone, or treat they serve.

Brand Promise

Baskin-Robbins promises to provide its customers with a one-of-a-kind and delightful ice cream experience. In order to ensure that every scoop, cone, or treat is an enjoyable and rewarding experience for its consumers, the brand is devoted to offering the best quality ice cream and frozen treats created with only the finest ingredients.

The focus is not just on the product, but also on creating a pleasant and enjoyable environment that draws people together. The company is dedicated to providing great customer service, making personalised recommendations and ideas to help customers choose the perfect present, and creating a warm and welcoming environment where everyone feels at home and at ease.

In order to keep customers coming back for more, **Baskin-Robbins** claims to constantly innovate and create new and intriguing flavours and delights. The company recognises that people's tastes and preferences in ice cream vary, and they are devoted to delivering a diverse choice of flavours and alternatives to meet everyone's demands.

Overall, the brand promise of **Baskin-Robbins** is to offer customers with a memorable and delightful ice cream experience that provides joy and happiness to their day.



Brand Values

It has a humorous motif that is enhanced by the atmosphere in the stores and the friendliness of the staff, who enable customers to try as many flavours as they like before making their final decision. Along with this, I added a few extra values to ensure the brand's survival in the market.

01 Quality

To make tasty, high-quality ice cream, we use only the finest ingredients.

02 Creativity

Delight our customers, we are continually innovating and developing new flavours.

03 Fun

We create a happy and lively environment that brings out everyone's inner child.

04 Community

We are committed to giving back to the communities we serve and making a good difference in every corner of the world.

05 Heritage

Proud of our ice cream industry's long heritage and rich culture.

Voice and Tone

Here is what we are.

- **Friendly** and **approachable**: We want everyone to feel at ease and welcome in our stores.
- **Fun** and **playful**: We like to have a fun time and create a joyful experience for our customers.
- **Creative** and **innovative**: We are always experimenting with new flavours and techniques to surprise and satisfy our customers.
- **Passionate** and **enthusiastic**: We are eager and passionate about what we do, and we want to share that excitement with our customers.
- **High-quality** and **delectable**: We take pleasure in utilising only the finest ingredients to make the tastiest ice cream around.

Voice and Tone

Here is what we are not.

- **Pretentious or exclusive:** We think that everyone, regardless of background or income, should be able to enjoy our ice cream.
- **Boring or predictable:** We attempt to keep things interesting and exciting by continually inventing and releasing new flavours.
- **Disrespectful or inappropriate:** We always treat our customers and workers with dignity and professionalism.
- **Unreliable or inconsistent:** We are committed to offering a high-quality product and experience on a consistent basis.
- **Uninspired:** We are never unadventurous or uninspired, constantly pushing the boundaries and attempting new things, never settling for the status quo.

USP for Baskin Robbins

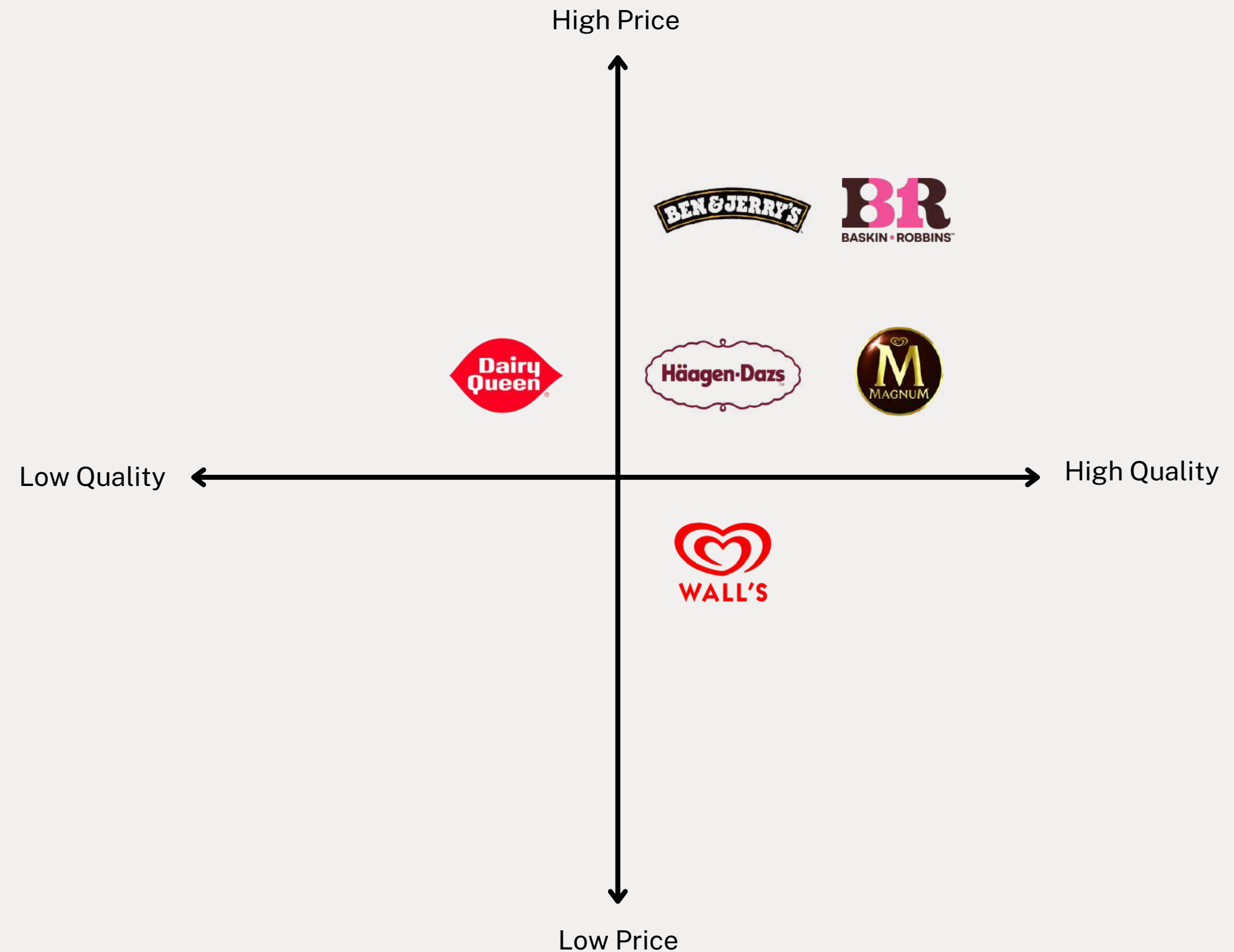
The unique selling point of **Baskin-Robbins** is the vast selection of over 1,000 creative and delicious ice cream flavours, including our famous **31 flavours**, which are created with only the best quality ingredients and appeal to a wide range of tastes and preferences. The brand promises to provide a happy and playful experience that offers customers joy and happiness, and the devotion to innovation and community distinguishes it from other brands. Furthermore, pink spoons allow customers to sample flavours for free, reflecting the philosophy that individuals should have the opportunity to choose and experiment with new things.



Brand Positioning

The Brand positioning of **Baskin-Robbins** is based on its unique blend of high-quality ingredients, inventive flavours, and commitment to providing a fun and playful environment for customers. The company focus on innovation and community distinguishes it from its competitors and strengthens its position as an ice cream industry favourite and trusted brand.

31 flavours and **Pink tasting spoons** have become recognised brand icons, emphasising the company's dedication to offering customers with a varied choice of great ice cream flavours to enjoy. Because of its focus on quality and innovation, its products are always fresh, tasty, and extremely desirable among ice cream fans of all ages. Furthermore, strong brand presence and reputation for great customer service have contributed to the brand's devoted customer base.



Target Audience

Baskin-Robbins caters to a wide range of customers, including both adults and children who like ice cream and frozen desserts. Their core target demographic, however, is families with young children and teens, who are typically drawn to the brand's fun and playful atmosphere as well as its vast choice of unique flavours.

- Higher Income Groups
- Teenagers, Young Adults and Students.

Primary

It's major target market comprises of middle and upper-income professionals, as well as families with toddlers that value family time and child-centred activities. They associate products with brand name and quality over price, corresponding with the premium loyalty associated with the Baskin Robbins brand. As a result, children develop strong attachments and a sense of belonging, making these families profitable high-volume customers.

Secondary

They also target teens, young adults, and students as a secondary segment of their target market since they are a group that appreciates sweets and treats, especially ice cream. This group also values socialisation and spending time with friends and family, which makes the brand a great spot for hanging out and sharing dessert. Furthermore, the brand may boost its customer base and create long-term loyalty among younger generations by targeting this group.

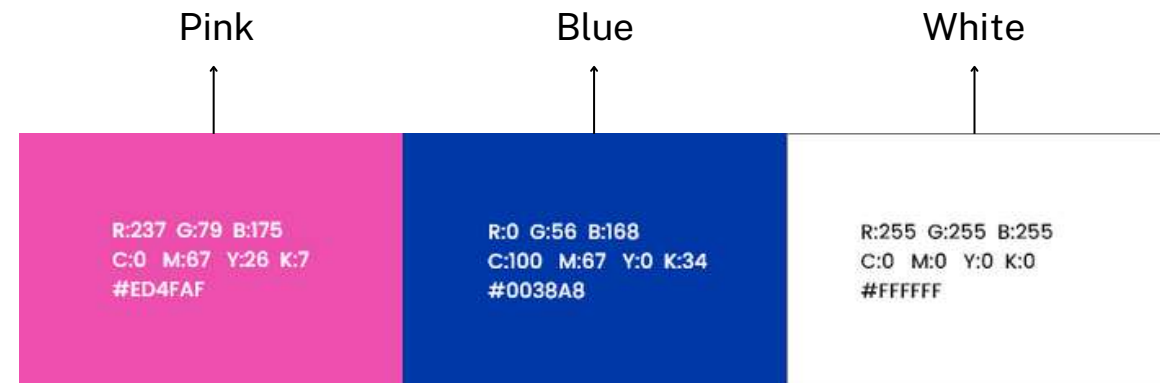
Color Palette

I believe the new logo's colour palette is nice. The brown and pink hues are a throwback to the logo's original 1947 colour. There was nothing wrong with the blue too, and it actually worked quite well. The pink and blue color scheme has become an iconic symbol of **Baskin-Robbins** brand identity and is instantly recognizable by people all over the world, which I agree with because they represent the brand's happy, cheerful nature & reliability.

So I didn't want to modify the colors that had been imprinted on people's minds for a long time, but I did include the new chocolate hue as one of the secondary colors, and this version of the logo that I designed was more saturated and somewhat darker.

The pink and blue colors were initially used as part of **Baskin-Robbins** branding strategy to separate themselves from rival ice cream firms in the 1950s. Pink reflects the brand's fun and innovative side, whilst blue signifies its reliability and quality.

Primary Color



Shades



Tints



Pink

Blue

Secondary Color



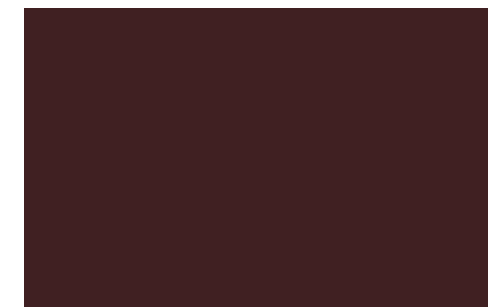
COLOR CODE

R:100 G:204 B:221
C:55 M:8 Y:0 K:13
#64CCDD



COLOR CODE

R:244 G:149 B:207
C:0 M:39 Y:15 K:4
#F495CF



COLOR CODE

R:64 G:32 B:34
C:0 M:50 Y:47 K:75
#402022

Moodboard

This moodboard tells a story of sweet indulgence and dreamy delights, inspired by the iconic pink and blue colors of **Baskin-Robbins**. The gentle pastel tones convey a sense of fun and nostalgia, recalling carefree childhood days and pleasant moments spent with friends and family.



From 31 Flavours to Iconic Branding

A light minty green circle backdrop with stitching along the border comprised the logo. The pink number "31" became the focal point of the logo. "Baskin-Robbins" was printed above it, and "Ice Cream" was printed below. Both inscriptions utilised the same typeface and were a deep blue colour, similar to the shadow behind the number. The logo appeared to be very warm and pleasant.

Pink was chosen as the primary colour for Baskin Robbins' logo because it is associated with happiness, sweetness, and fun. The number "31" was placed on a white background with a brown outline, and the company name was written in a high-contrast font below. This basic yet recognisable design contributed to the brand's establishment and recognition.

The second logo, released in 1991, kept the number "31" as its core but effectively blended it with the wordmark by putting the words "Baskin" and "Robbins" to the left and right of the number, respectively. In addition, the color palette was reduced to only two hues: pink and blue.



(1953 – 1980)



BASKIN-ROBBINS

(1980 – 1990)



(1991 – 2006)



(2006–2020)



(2020–2022)



(2022–Present)

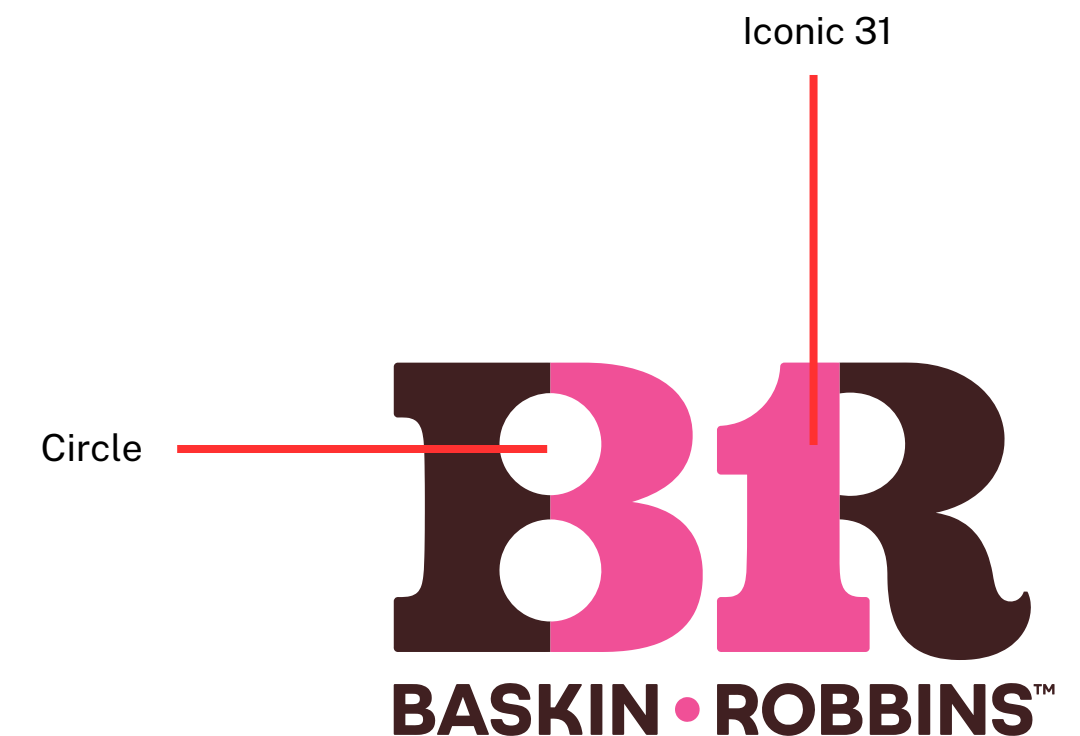
The ice cream company opted to keep the famous number as part of its brand. As a result, the logo's designers kept the figures "3" and "1" in the centre of the mark, but made them less apparent - in fact, you cannot see them unless you know where to look. Simply look at the pink sections of the letters "B" and "R" to get "31". The wordmark in lowercase letters can be seen below.

The 2020 model differs just little from its predecessor. They changed the color palette to make it more saturated and darker.

It's fascinating that, although employing the same concept, they ended up deleting so much of the humour for the 2022 design. It's simply done differently. The typeface used for the B and R is a lovely nod to the typography used in the 1947 logo.

Why Rebranding?

- Baskin Robbins wanted to modernize its identity while still maintaining their iconic 31 flavour heritage. The earlier Baskin-Robbins logos were readily recognised due to their vibrant blue and pink colour palettes and strong, whimsical lettering. The flaws in the new logo are my major complaint. Every time I look at it, my eyes are pulled to the two massive, perfectly formed circles in the letter B. They detract significantly from the rest of the design, and there doesn't appear to be any reason for this. Every Baskin Robbins logo since 1947 had a clearly displayed circle in it, however this version blends in much better with the previous ones. These circles appear disturbing and forceful in the 2022 logo.
- Also the logo's designers kept the figures "3" and "1" in the centre of the mark, though the colors were bright still I found it difficult to notice the iconic "31"- unless you know where to look.
- It's interesting that they ended up removing so much of that playfulness for the 2022 logo, despite using the same concept.



Logo Options

03.

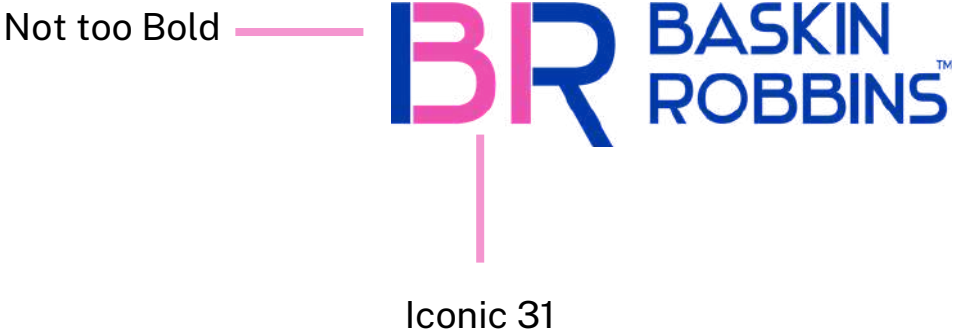
Selected Logo Option.

This is the selected logo option. The option is designed by keeping the brand identity of the **Baskin-Robbins**. It imagines the '31' number in the logo mark. This option visualizes the identity of the brand with its simple, unique and elegant logo mark. This logo can be used in the brand communication stages by following the given guidelines.

I basically attempted to experiment with numerous possibilities to create this final logo. I wanted to have the iconic 31 but still being professional and playful, which fits with the current style.



03. ✓



Alternative Variations





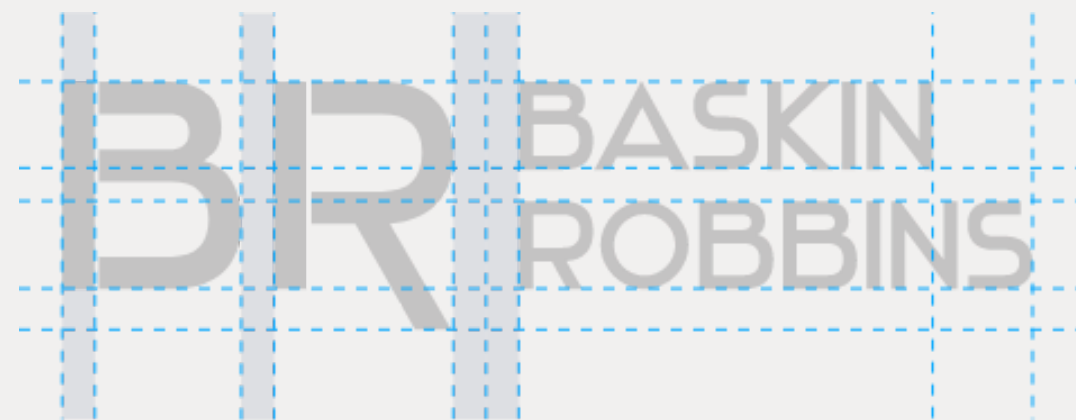
Seize the yay!

A few versions of the **Baskin-Robbins** logo, and how they appear in mockups.



Grid System

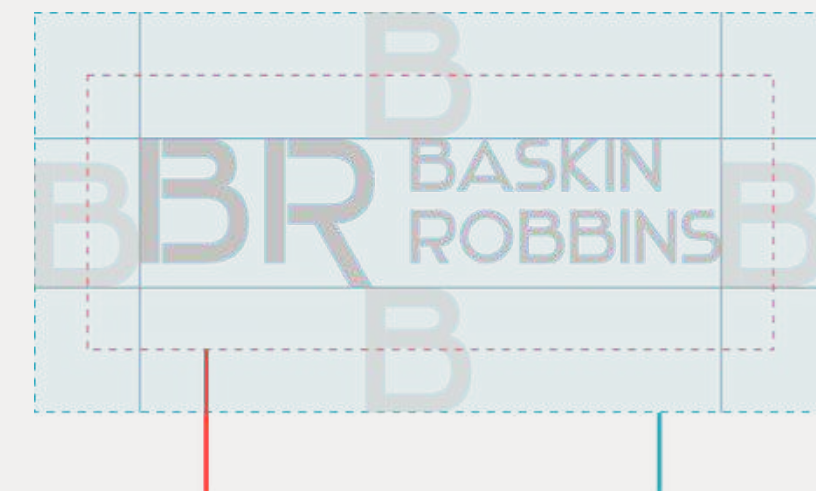
It gives a clear framework and direction for the design, using a logo grid in the design process may help save time and decrease the number of revisions required. Further, using a logo grid may lead to a more effective and compelling design that truly portrays the brand and its values.



Construction Grid System

Clear Space

The amount of space required for a logo on all sides, regardless of where it is utilised. The purpose of clean space is to ensure that a logo has maximum exposure and effect. The logo should always be readable and free of abstraction. The grey area denotes the "B" mark, which should be devoid of unnecessary elements.



Minimum Clear
Space

Recommended
Clear Space

Clear space for Primary Logo

Trademark Usage on Logo

Always locate the TM mark or registered trademark symbol after “Robbins” and always use the blue color for the TM mark/registered trademark symbol in the logo.



A product with the R (®) sign on it is a registered trademark. This indicates that the logo is legally protected under the Trademarks Act of 1999.



A TM (™) sign represents an unregistered trademark, which is a symbol commonly used to market or brand items after they have applied for trademark registration.

01.

TM and R with primary logo



02.

TM and R with other variations



Usage on backgrounds

These are the logo negative and logo positive examples with different background colours.

- Logo positive - Can use white color background
- Logo negative - Can use brand color backgrounds.

01.

Logo positive - Can use white color background



02.

Logo negative - Can use brand color backgrounds.



One-Color Use

The one-color logo should be used only on photographs and color backgrounds within the Baskin-Robbins color palette. The one-color logo should be only on black and white colorways.



Logo Misuse

Consistent and correct use of the logo is critical to the brand's integrity. Official logos may not be modified in any manner.



Do not rotate the logo.



Do not add a drop shadow to the logo.



Do not squash the logo horizontally or vertically.



Do not outline the logo.



Do not use any elements or text on the logo.



Do not use any text or element in the background of the logo.



Do not alter the logo colors with brand colors.



Do not alter the logo colors with any other color.



Do not reflect the logo object.

Typography

Primary Font (Public Sans)

Public Sans has outstanding readability, because of its clean, basic, and balanced letterforms, . It is intended to be readable at a variety of sizes, making it appropriate for usage in both big and tiny text.

Thin

ExtraLight

Light

Medium

SemiBold

Bold

ExtraBold

Black

Public Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()_+{}:"'<>?

1234567890

Bb

Typography Usage

This section highlights the Font sizes and line heights, in relation to the typeface 'Public Sans'.

Text Sizes

H1
48px , style: ExtraBold

H2
40px , style: ExtraBold

H3
32px , style: Bold

H4
24px , style: Bold

H5
20px , style: Bold

H6
14px , style: SemiBold

P2
14px , style: Regular

P1
14px , style: Light

Heading

Heading

Heading

Heading

Heading

Heading

Paragraph Text

Paragraph Text

Line Height

Line height is measured by adding 8px to the font size.

Ex: Font Size = 14px
Line Height = 14px + 8px = 22px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Paragraph Text

Typography

SECONDARY FONT (STENTIGA)

- **Stentiga** is the brand logo font. For hierarchy text, Stentiga in the given weight shall be used for brand communications when highlighting specific text as headers and headlines. Stentiga can use in paragraph texts to maintain the hierarchy.
- **Agrandir** is a contemporary sans-serif typeface that is frequently used in branding and design as a supplementary font. It features a simple and clean style that compliments many other types and is easy to read at different sizes. I've used it for posters and other projects that require bold lettering, primarily in headings.

Style

Regular

STENTIGA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNPOQRSTUVWXYZ

!@#\$%^&*()_+{}:"'<>?

1234567890

R R

Typography Usage

The secondary font highlights the unique parts of printing materials and digital media. This section shows the usage of the secondary font concerning the primary font. Both fonts can use according to the examples and brand preferences.

Ex:

Stentiga —

Public Sans —

Public Sans —



Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Public Sans —

04

Visual Branding Strategy and Implementation Plan for Baskin Robbins

Launch Day Plan:

- Publication of a press release in major newspapers and online media sites.
- Social media campaign on Baskin-Robbins' official pages to generate buzz and excitement.
- Grand opening event with free samples, freebies, and special offers to attract customers.
- Collaborate with local social media influencers to promote the launch on social media platforms.

3 - Month Plan:

- Maintain social media campaigns with engaging content and events.
- Organising themed events and promotions to keep customers interested and involved.
- Creating a loyalty programme to reward loyal consumers and drive repeat purchases.
- Creating a smartphone app for online ordering and delivery.

6 - Month Plan:

- Forming partnerships with local businesses and provide co-branded promotions.
- Implementing a referral programme to encourage customers to bring in new business.
- Introducing limited-edition tastes and seasonal specials to generate excitement and urgency.
- Holding a charity event and contribute a share of the proceeds to a local charity.

12 - Month Plan:

- Introducing a new product line, such as ice cream cakes or other frozen desserts.
- Increasing the internet profile by launching a social media influencer programme.
- Holding a contest or sweepstakes to engage customers and raise brand recognition.
- Offering fundraising possibilities in collaboration with local schools and community organisations.

18 - Month Plan:

- Launch a nationwide advertising campaign to raise brand awareness and attract new customers.
- Add non-dairy and vegan choices to the product line.
- Launch a sustainability initiative to lower the company's carbon footprint.
- Throw a customer appreciation party to celebrate the brand's success and reward loyal consumers.

This plan offers a thorough strategy for launching and marketing Baskin-Robbins over an 18-month timeframe. The brand may enhance its market share and establish a loyal consumer base by employing social media, promotions, events, and collaborations. Initiatives to retain interaction with customers, increase the product line, and promote corporate responsibility is also included in the strategy.



#BaskinRobbinsCares



Seize
the yay! 🍴



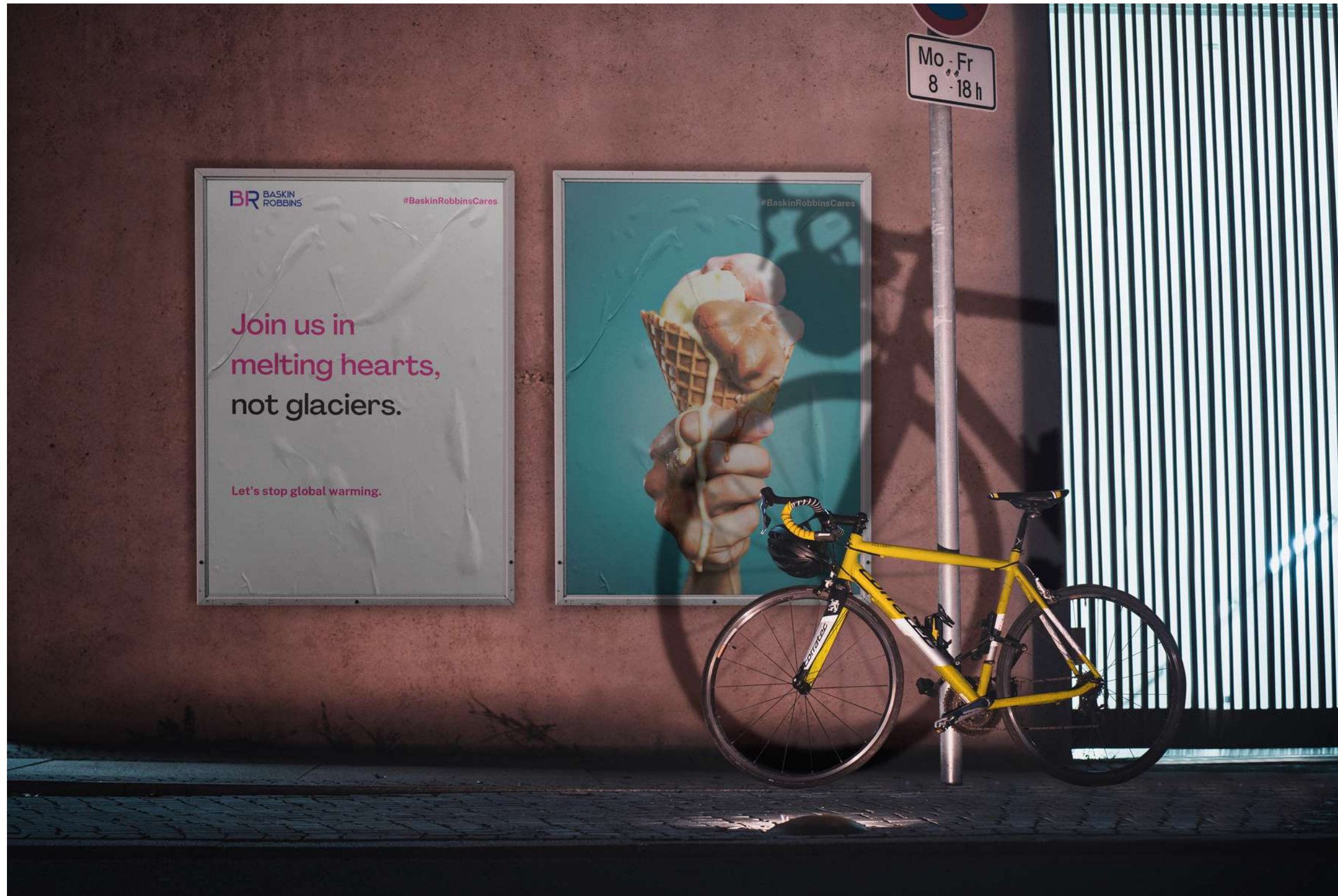


Depending on the context, the hashtag **#BaskinRobbinsCares** might indicate a variety of things. As a brand cares about its consumers, product quality, the environment, or social responsibility efforts such as charitable collaborations or community engagement. It might also be used to encourage customers to share their good brand experiences or to showcase the company's charitable initiatives.

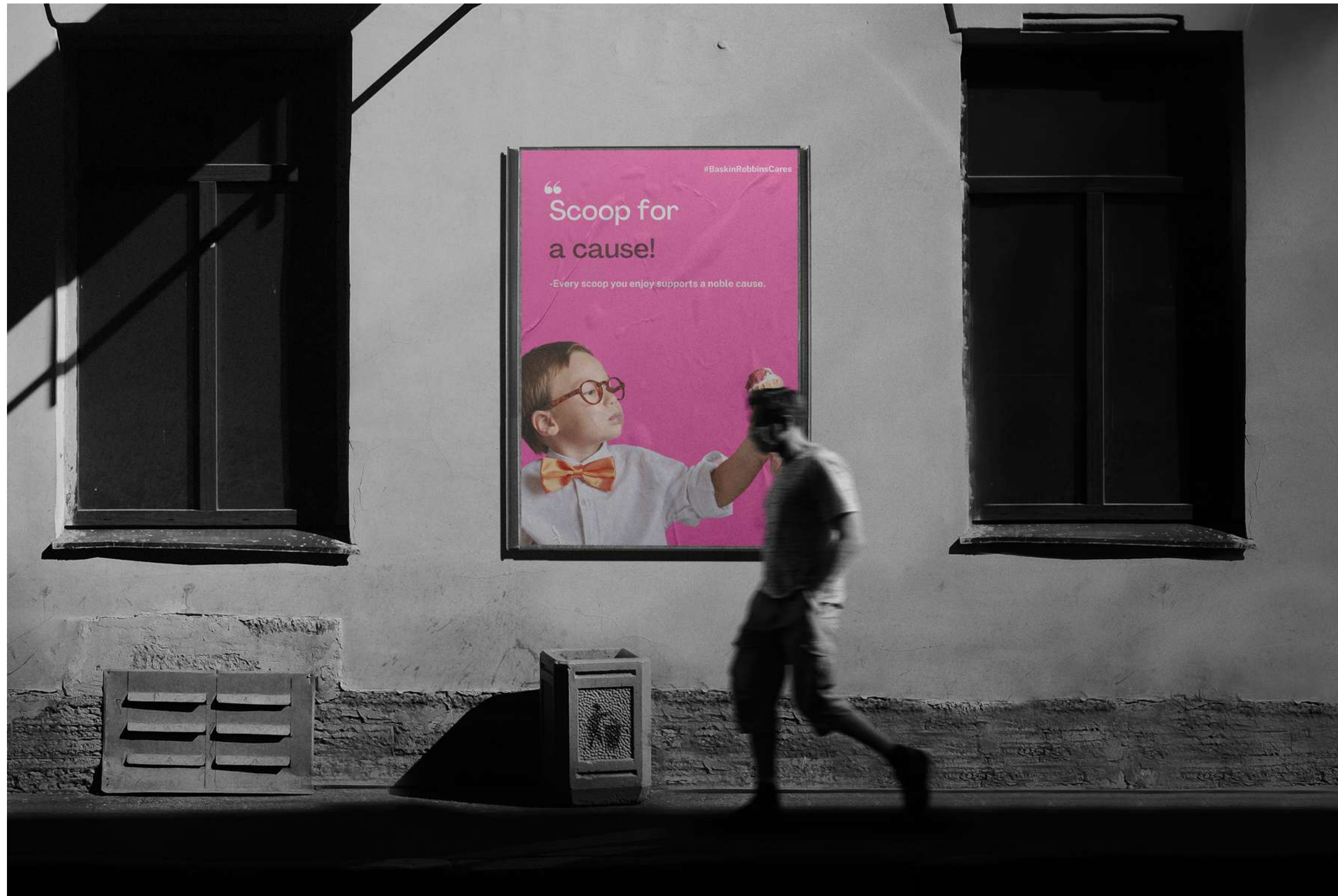
The tagline "**Every Lick Counts, Don't Waste a Drop!**" refers to water conservation. To begin with, it encourages customers to savour each bit of their wonderful Baskin-Robbins ice cream in order to avoid wasting any of it. This concept of being careful and not wasting anything may also be extended to our water use, as we should strive to save water wherever feasible.



The phrase "**Deforestation is not cool, but our ice cream is**" is a play on words intended to raise awareness of the serious issue of deforestation while also promoting Baskin-Robbins' ice cream products. Deforestation is a serious environmental problem that has a negative influence on our world, and it is critical to raise awareness about it. Overall the slogan urges people to consider the environmental consequences of deforestation while simultaneously reminding them that it is possible to enjoy life's minor pleasures without contributing to environmental extinction.



The quote is a play on the phrase "**melting glaciers**," which is widely used to describe the consequences of climate change. The phrase encourages individuals to focus on spreading love and kindness rather than contributing to environmental harm. People who choose to eat Baskin-Robbins ice cream may help support a firm that is devoted to sustainability and decreasing its environmental effect. This saying inspires people to make modest changes that have a great influence on the world around them.



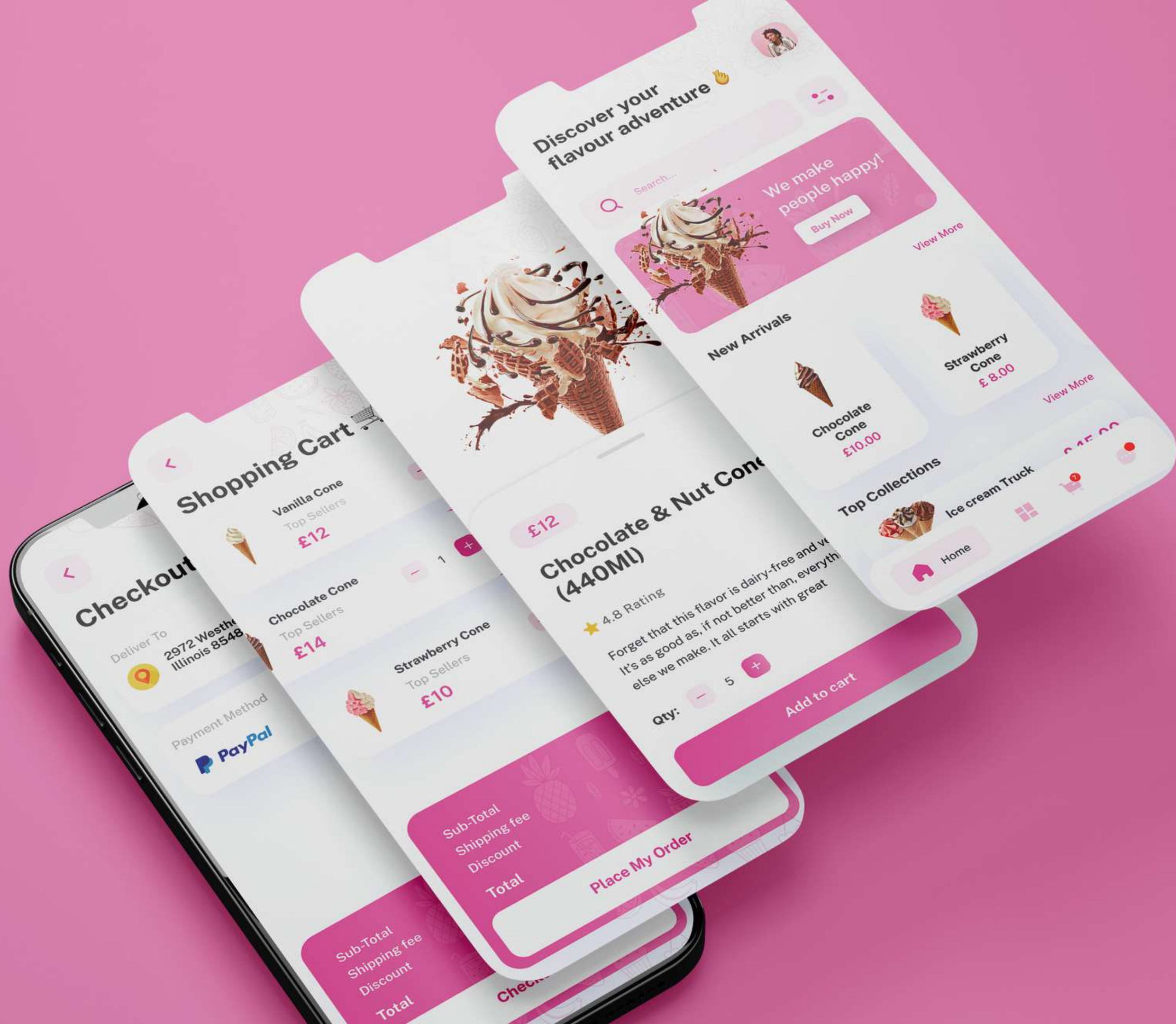
"Scoop for a cause!" says the slogan. Baskin-Robbins uses the phrase "every scoop you enjoy supports a noble cause" to communicate the concept that their consumers may enjoy their great ice cream while also donating to a worthy cause. Baskin-Robbins has a long history of donating to charitable organisations and causes, which they continue to do through their "Scoop for a cause" programme.



This phrase could encourage customers to taste a free sample of Baskin-Robbins ice cream with a pink spoon (the brand's characteristic colour), while simultaneously raising awareness about the issue of food waste. Baskin-Robbins might collaborate with food banks or other organisations to donate any leftover ice cream or items to people in need, emphasising the company's commitment to eliminating food waste.

Ice Cream Cup Mockups





Checkout

Deliver To
2972 Westh
Illinois 8548

Payment Method
PayPal

Sub-Total
Shipping fee
Discount
Total

Check

Shopping Cart

- Vanilla Cone
Top Sellers
£12
- Chocolate Cone
Top Sellers
£14
- Strawberry Cone
Top Sellers
£10

Chocolate & Nut Cone (440ML)

★ 4.8 Rating

Forget that this flavor is dairy-free and ve
It's as good as, if not better than, everyth
else we make. It all starts with great

Qty: - 5 +

Add to cart

Discover your flavour adventure

Search...

We make people happy!

Buy Now

View More

New Arrivals

Chocolate Cone
£10.00

Strawberry Cone
£8.00

View More

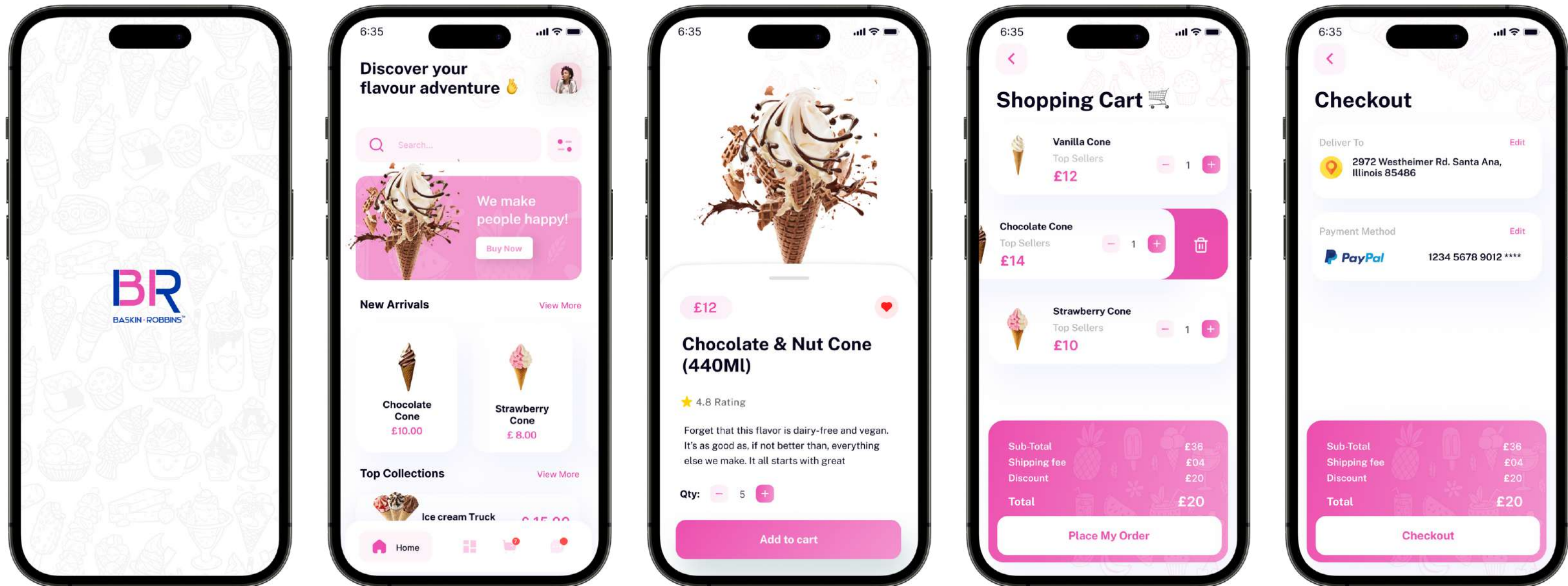
Top Collections

Ice cream Truck

Home

£15.00

I simply created a few primary screens for Baskin-Robbins so that the company may now have an application design that is trendy. I tried to make it as basic as possible so that people of all ages would have an easy and straightforward user experience. I chose the brand's predominant colour, pink, since it makes the application UI joyful and pleasant when users purchase ice cream through the app.





BR
BASKIN-ROBBINS

WE ARE READY TO SERVE
Scoop of Happiness
in every cone.

KNOW MORE >

More Info >>

Please contact your local store for more details on what products are available for home delivery.

Happiness

Reliability

Unique Flavours

BR
BASKIN-ROBBINS

WE ARE READY TO SERVE
Scoop of Happiness
in every cone.

KNOW MORE >

More Info >>

Please contact your local store for more details on what products are available for home delivery.

Happiness

Reliability

Unique Flavours

The kids love it here as the ice cream is amazing. You can never go wrong here as it is the best ice cream joint in London.

The kids love it here as the ice cream is amazing. You can never go wrong here as it is the best ice cream joint in London.

The kids love it here as the ice cream is amazing. You can never go wrong here as it is the best ice cream joint in London.

Please contact your local store for more details on what products are available for home delivery.

Happiness

Reliability

Unique Flavours

HOME

MENU

ABOUT US

LOCATIONS

HOME

MENU

ABOUT US

LOCATIONS

HOME

MENU

ABOUT US

LOCATIONS

Chocolate
Delicious combination of premium ice cream and cake for occasions.

Vanilla
Bring your big smiles with a delicious and delicious ice cream vanilla flavor.

Chocolate
Delicious combination of premium ice cream and cake for occasions.

Vanilla
Bring your big smiles with a delicious and delicious ice cream vanilla flavor.

Chocolate
Delicious combination of premium ice cream and cake for occasions.

Fantastical

BR
BASKIN-ROBBINS

Reliability

Unique Flavours

Fantastical

The kids love it here as the ice cream is amazing. You can never go wrong here as it is the best ice cream joint in London.

KNOW MORE >

WE ARE READY TO SERVE
Scoop of Happiness
in every cone.

Search

Search

Search

Search

Individual learning Summary

I can't help but smile when I think back on my time working in the Baskin-Robbins rebranding project. It wasn't all fun and games, though. I learnt a lot about the significance of brand strategy and how it may influence a company's identity. I was able to design a brand strategy that properly portrayed who Baskin-Robbins is and what they stand for by researching their history and knowing their values.

As a result, I learned the entire reason behind our re-branding. When individuals re-brand, they generally do everything and change the ones that are equally good. However, I believed that re-work and touch-ups should be done if possible. I meant that if a brand isn't performing well in the market or has poor strategy, it's preferable to re-brand a certain sector. Not by modifying the ones that are likewise good. So you can't force a change on something wonderful and have the entire brand come apart when the job is done.

The goal of rebranding is to renew and update a brand's image, message, and values so that they better resonate with its target audience and remain relevant in an ever-changing market. A good rebranding may help a firm differentiate itself from competition, acquire fresh customers, and retain existing ones.

When it came to Baskin-Robbins, I didn't re-brand everything in the sense that for eg., I retained the current tagline since it goes well with the brand and I didn't want to impose change. But for the rest, such as values, mission, tone and voice, visual identity and other brand-related strategy etc.,, I made sure not to go too far away from the original brand values and instead sought to include a few elements that were missing in the present-day situation.

So everytime I try to touch any area of the brand, I make sure to perform extensive study about the particular sector I am working in and go check for current trends & people likes so that it is for them whom I am producing and not just for my personal interests and point of view. But, to be honest, this one re-branding work taught me a lot.

Well, it's not just re-branding, but also the amount of research and strategy that has to be done in order to attract customers, and if the brand is targeting any specific audience, you need to come up with a special plan for that, and yes, there are so many things like these that I was happy to learn and through the process. It is crucial to highlight, that rebranding is not something to take lightly and should be thoroughly planned and implemented to prevent misleading or alienating customers.

And of course, the designing and mockups were a blast. I got to flex my creative muscles and come up with new and innovative ways to showcase the Baskin-Robbins brand. Every aspect, from the logo to the posters, was painstakingly developed to convey the spirit of the brand. Now comes the difficult part which is the Marketing strategy & campaigns: coming up with something distinctive that distinguishes the company from the competition. This is the part where I was breaking my head.

I came up with a #baskinrobbinscares campaign that has the potential to significantly alter Baskin-Robbins' marketing approach. The campaign can help promote brand loyalty among customers who respect firms that give back to their communities by highlighting their commitment to social responsibility and charity.

The campaign can also help Baskin-Robbins stand out from competitors by emphasising their distinct approach to corporate social responsibility. This is especially critical in a crowded market where customers have several alternatives.

Furthermore, the #baskinrobbinscares campaign has the potential to generate good word-of-mouth marketing and social media engagement. Customers who value Baskin-Robbins' dedication to social concerns are more likely to promote the ad on their own social media platforms, boosting brand awareness and driving traffic to the company's locations.

The #baskinrobbinscares campaign has the potential to help Baskin-Robbins not only give back to their community but also improve their brand image and customer loyalty. Baskin-Robbins may represent themselves as a company that cares about making a good influence on the world by adding social responsibility into their marketing strategy.

Overall, through rebranding Baskin-Robbins, I learned the importance of brand consistency, the value of market research, the power of storytelling as an effective method of connecting with customers and creating an emotional connection to the brand, social responsibility, and customer experience. It was a really enjoyable and satisfying experience. I'm proud of the job I've done and eager to see how it will be recognised. And who knows, maybe I'll celebrate the submission with a scoop (or two) of my favourite Baskin-Robbins flavour!

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