



## Island Ice

### As a Product Line Extension – Branding Device

Island Ice provides the opportunity for customisation from a Branding and Marketing Communications perspective. The nylon substrate seal and outer packaging provide opportunity for both permanent and limited time Branding and Messaging, empowering the product as a unique and compelling Product Line Extension, Branding Device and Brand Touchpoint.

Our research suggests that once used, Island Ice triggers a consciousness and heightened awareness in the consumers mind with regard to the integrity of the ice they consume. That consciousness quickly manifests itself into a high degree of dependence or loyalty to the product.

This phenomenon, coupled with the bundle of value offerings such as Provenance, Integrity and Uniqueness inherent to the product, provide it with the capacity to deliver value in a powerful way.

We believe that the consciousness the product evokes provides the “cut through” to any marketing communications the product carries and in fact has the potential to reposition a brand in the mind of the consumer.

It is worthy to note that Ice is Food and until now it has been the forgotten food. We believe that Island Ice:

#### ***“Will Change the way we Think About Ice”***

We also believe it will change the way the consumer thinks about products they consume with ice. A unique property of Island Ice is that it is the only ice currently available globally that does not contaminate or alter the flavour profile of a beverage with which it is consumed.

As a Product Line Extension and source of differentiation, consider Island Ice will be construed as an overt display of the brand owners care and attention toward their product. Further consider it also reinforces the brand owners underlying promise of providing a product that when consumed, is what it is represented to be, and fit and safe for human consumption. Island Ice is a powerful source of differentiation.



In addition to delivering value to a brand as discussed, Island Ice as a SKU possesses the following attributes.

**ROI:**

From a return on investment perspective Island Ice as a SKU is:

- High volume.
- High margin.
- Low Cost.

**RETAIL AESTHETIC/MERCHANDISING:**

Island Ice delivers value from a retail aesthetic and merchandising perspective as follows:

- The only Ice product available globally that is capable of being merchandised in an ambient state.
- The 5 pack retail box is similar in size, shape and design to packaging generally reserved for premium beverages. This provides the opportunity to merchandise the product alongside a premium beverage/spirit within the retail liquor environment without manipulation.
- The 5 pack retail box converts to a presentation and merchandising display, providing opportunity to retail in single tray units at higher margin, and merchandised at registers as an impulse purchase.
- The packaging allows the product to be the subject of an impactful and unique display.

**PROMOTIONAL TOOL:**

It is considered Island Ice delivers value to a brand and the retail environment as a promotional tool as follows:

- It provides for a low cost alternative for specials and discounting.
- Apart from permanent customised branding, the nylon substrate face and packaging are ideal for limited time messaging for brand and/or marketing strategies.
- As a customised product it provides for a unique brand touchpoint.
- It provides the ideal accompaniment as a bundle offering.
- In the early stages of the product lifecycle it provides a novelty value.

**LOGISTICS:**

From a logistics perspective Island Ice provides a number of unique economies compared to conventional ice products. Island Ice is:

- Transported in an ambient state.
- Stored in an ambient state.
- Transported & Stored in a palletized state and is stackable.
- Merchandised in an ambient state.



- Portable and Refreezable – Remote Location & Confined Space Friendly.

#### **SHARE OF CUSTOMER/CUSTOMER DOLLAR:**

From a share of customer perspective Island Ice provides the opportunity to achieve a greater share of the customers discretionary spend and achieve an increase in the average dollar per customer, as it is considered the product:

- Will not be considered a substitute to the primary uses of conventional retail ice and will therefore be an additional sale.
- Will quickly become a mandatory addition to the consumption of liquor generally, achieving high volume sales.

#### **FOOD SAFETY:**

As previously stated “Ice Is Food” and until now it has been the forgotten food. From a food safety perspective Island Ice:

- Is the only hermetically sealed sterile Ice product available in the world.
- Is the only ice product in the world with full traceability.
- Has tamper evident packaging.
- Has a shelf life of eighteen (18) months.
- Eliminates cross contamination from ice melt leakage.
- Can be dispensed without the use of utensils or direct human contact.
- Mitigates risk.
- Provides consumer confidence.
- Has recyclable packaging.

#### **MARKET SEGMENTATION:**

Consider Island Ice as a powerful market segmentation tool:

- Between Product Categories.
- Within Product Categories between Brands.
- Within Brands between consumer target markets.

#### **BRAND TOUCHPOINT:**

As a brand touchpoint Island Ice provides the opportunity to customise the packaging for:

- Permanent branding.
- Limited time promotions.
- Suites of brands/promotions/messages.

#### **CONCLUSION:**



Island Ice is a product of the future with a multitude of applications and uses across diverse industry sectors. It possesses many enduring benefits and features both tangible and intangible.

At this point in time Island Ice will provide an innovative brand with the opportunity to hold the central position and maximize the benefits that will occur in the early stages of the product lifecycle, by capitalizing on first mover advantage.

The following URL is our online presentation that provides an overview of the product

[www.islandice.com.au/onlinemedia.html](http://www.islandice.com.au/onlinemedia.html)

For more information please visit [www.islandice.com.au](http://www.islandice.com.au)

Our marketing department will work closely with your company to achieve the desired outcomes.