

THE TIPSY COW BARLOUR

by

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THE TIPSY COW BARLOUR

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## ABSTRACT

Ever since I was a kid, I have always loved the delicious, refreshing taste of ice cream. Whether it was enjoyed on a hot day with friends or as a sweet treat with family, it never failed to hit the spot. I didn't think anything would be superior to this indulgence—until I turned 21. A nice cocktail after a long day of work or going out for celebratory drinks is quite satisfying. Wouldn't it be nice if you didn't have to decide between these two guilty pleasures? Introducing the sinfully sweet ice cream parlour, The Tippy Cow.

This project involved the marketing and branding of The Tippy Cow ice cream parlour, which serves a range of extravagant, alcohol-infused, ice cream treats. This was accomplished through extensive research into the target market, similar businesses, branding, design and food photography. Research into the historical foundations of ice cream and bar related art and design was also conducted in order to gain insight on the trends seen throughout history. The final result included the branding, advertising, packaging design, store look, social media, photography, web design, and menu design for The Tippy Cow.

**INTRODUCTION:**

Ever since I was a kid, I have always loved the delicious, refreshing taste of ice cream. Whether it was enjoyed on a hot day with friends or as a sweet treat with family, it never failed to hit the spot. I didn't think anything would be superior to this indulgence—until I turned 21. A nice cocktail after a long day of work or going out for celebratory drinks is quite satisfying. Wouldn't it be nice if you didn't have to decide between these two guilty pleasures? Introducing the sinfully sweet ice cream parlour, The Tippy Cow.

**THESIS STATEMENT:**

This project involved the marketing and branding of The Tippy Cow ice cream parlour, which serves a range of extravagant, alcohol-infused, ice cream treats. This was accomplished through extensive research into the target market, similar businesses, branding, design and food photography. Research into the historical foundations of ice cream and bar related art and design was also conducted in order to gain insight on the trends seen throughout history. The final result included the branding, advertising, packaging design, store look, social media, photography, web design, and menu design for The Tippy Cow.

**METHODOLOGY:**

Descriptive research was used when gathering information for this project. Descriptive research addresses the “what” question, and involves observing and describing the object being studied. In this case, the branding of an ice cream store that sells alcohol-infused ice cream was studied in numerous methods.

**Books:**

*Designing Brand Identity* by Aliana Wheeler provided a proven, universal five-phase process for building brand champions. From the basics of branding to the universal brand identity process, this book serves as a reference when designing for a company. Aliana Wheeler is a branding consultant and author. She manages perception and has a passion for branding. By using an engaging process, she achieves brand clarity and re-vitalizes brands.

*Color Harmony Compendium: A Complete Color Reference for Designers of All Types* by Christopher Simmons is the most comprehensive reference book on the usage of color available today. It provides insights on color theory and color schemes and ways to effectively use color to your company's advantage. Christopher Simmons is a San Francisco-based graphic designer, writer and educator. He served on the board of directors of the San Francisco chapter of the AIGA from 1996-1999, and again as president during 2004-2006.

*Curious About Ice Cream* by Bonnie Bader is a playful book about the history of ice cream. It begins with Ancient Greece and their obsession with this "nectar" and continues until modern day ice cream. Bonnie Bader is an author from Brooklyn, New York and was assisted by highly educated Smithsonian food curators to create this informational and entertaining book.

*Megg's History of Graphic Design: 5<sup>th</sup> Edition*, by Philip B. Meggs is a reference to the history of graphic design since the first pictographs up until current design trends. This book was recognized for excellence by the Association of American Publishers and provides a wealth of knowledge for both students and professionals alike. Philip B. Meggs was an American graphic designer and historian. He has been called the most important historian of design and published a handful of books on design throughout his life.

*The Story of Graphic Design* by Patrick Cramsie is a narrative history that tells us how, over the course of centuries, the Western world has used the written word to communicate ideas. It covers everything from ancient manuscripts to current computer screens, and explores the evolution of styles under the pressure of social, cultural, and technological change. Patrick Cramsie is a designer who specifically prefers to work on corporate identity and book design.

*Cows of Our Planet: A Far Side Collection*, by comedian Gary Larson, is a collection of “Far Side” comics that depict human-like cows having sophisticated conversations. This book acts as a reference to how cows can be illustrated and portrayed. Gary Larson is an American cartoonist who has published twenty-three books of collected cartoons, famously known for the theme of “How cows behave when no human watches.”

### ***Articles:***

“Topsy Scoop Opens New York's First Boozy Ice Cream Parlour,” published in *Forbes* magazine provides insight on a similar ice cream shop in New York City. It explains the background of the store, the process of making the ice cream, and the buzz that occurred after the store opened in May. In this article, Melissa Kravitz, contributor for *Forbes*, interviews owner of Topsy Scoop, Melissa Tavvs.

“This New Bishop Arts Ice Cream Shop is Vegan Friendly, Reservation Only and Full of Booze,” published in *Dallas Observer* talks about the opening of Ice Cream Wasted in Dallas this past July. This upscale boozy ice cream restaurant offers beautifully adorned and delicious tasting alcohol-infused ice cream for a small price of \$50. *Dallas Observer*'s Leah Pickett interviews the owner Bri Calloway to find out more about the process, flavors, way to get a reservation and more.

“Only In Las Vegas: Inside the Momenti Boozy Ice Cream Factory,” published in *Thrillist* explains the origin story of Momenti Spirited Ice Creams and the steps the company’s owner, Leif Pearson, has taken to get the ice cream in retail stores such as Whole Foods. *Thrillist’s* Robert Kachelriess interviews Pearson and gains insight on the process of making the ice cream a decadent, upscale dessert and how he built the only factory in North America that specifically makes alcohol-infused ice cream.

“Ice Cream Parlors,” published on the *Small Business Development Center Network* by Sarah Barrette, describes the target market in terms of both demographics and psychographics for ice cream consumers. In addition, Barrettes reveals statistics about about consumption and preferences for ice cream. Sarah Barrette, has been a writer for the SBDC Net for ten years and has written dozens of informational articles on small businesses.

“Ice Cream Insights and Consumer Perceptions: 3 Trends Impacting the US Market,” published on *Mintel’s* website by Lynn Dornblaser speaks about current trends in the ice cream industry and how to effectively reach the market and succeed. Lynn Dornblaser is a director of innovation and insight at Mintel and has a specialty in identifying and analyzing trends in consumer products and behaviors.

“Booze-Infused Ice Cream is a Thing,” published in *Time*, provides information on the history of alcohol-infused ice cream as well as current trends for this specialty treat. Chris Morris has published multiple articles about the alcohol industry over the course of his career at *Times* magazine.

“Instagram is Pushing Restaurants to be Kitschy, Colorful, and Irresistible to Photographers,” published on *The Verge* and written by Casey Newton, gives helpful advice to restaurants

regarding social media and in-store design. Casey Newton, has been a Silicon Valley editor for *The Verge* since 2013 and has contributed over 1,000 posts during his time there.

“Millennials Love Booze, and the Alcohol Industry is Listening,” published in the *Tennessean* by Jennifer Pagliara provides insight on the alcohol target market and how to profit off their interests. Pagliara is a financial advisor for CapWealth Advisors and has been a contributor to the *Tennessean* Money section for ten years now.

“20 Years of Cows,” by Bernard Hendrix highlights the Chick-Fil-A “Eat-Mor-Chikin” campaign’s timeline over the past twenty years. Bernard Hendrix is a writer for *The Chicken Wire*, Chick-Fil-A’s news network.

“Otto Storch: The Man Who Made Pictures Out of Type,” published on *The Society of Publication Designers’* website shows different advertisements Storch created during his time at *McCall’s* magazine during the 50s and 60s. Specifically, “Plus Perfect Parfaits,” is analyzed.

Andy Warhol’s paintings, “Ice Cream Dessert” and “Absolut Vodka,” are both found on the Tate Museum of British Art’s website. These archived pieces are analyzed by art critics in a short paragraph. The Tate houses the United Kingdom’s national collection of British art and has been around since 1897.

### ***Interviews:***

An interview with Melissa Tavvs, owner of Tippy Scoop NYC, provided information related to an alcohol-infused ice cream shop. Tavvs opened up her ice cream shop in April of 2017 and has celebrated a great amount of success since then. Questions asked during the interview are located in Appendix A.

***Surveys:***

A survey of 65 people (of legal drinking age) was conducted to discover top of mind awareness of alcohol-infused ice cream shops, opinions on the dessert and desires of the market to gauge the effectiveness of various marketing techniques. The survey was a standard SurveyMonkey survey and is included in Appendix B.

***Observations:***

An observation was conducted at Tippy Scoop Ice Cream Shop in New York City. Currently in the United States, Tippy Scoop is the closest concept to the Tippy Cow.

An observation was conducted at Melt Ice Cream Shop in Fort Worth, Texas. Melt has specialty flavors and a bright and welcoming aesthetic which attracts consumers from all around.

**RESEARCH RESULTS:**

Research results led to valuable information related to the history of ice cream and ice cream parlors, how to start a successful bar, and information on the recent advancements in alcohol-infused desserts. In addition, research led to important findings related to advertising and promotion used in alcohol-infused dessert sales, target market for this business model, and design considerations for creating the brand, collateral and advertising.

**BACKGROUND INFORMATION*****History of Ice Cream:***

Ice cream has a history that dates back to ancient times. The Greeks and Chinese both made ice cream in their own unique way. While the Greeks enjoyed snow covered in nectar and honey, the

Chinese made ice cream from heated milk, flour and tree oil (Bader 2). Rich colonists from England brought over the tasty treat to America in the 1700s. Ice cream vendors became prevalent during the 1800s, and by 1901 there was over 4,000 ice cream vendors in New York City alone (11). With the creation of freezers in 1911, ice cream became easier to make, store and sell. By 1919, 150 million gallons were being made (15). Nowadays, there are over 1.5 billion gallons of ice cream being produced and many different successful ice cream shops and companies (17).

### ***History of Alcohol Infused Desserts:***

In 2007, Mercer's, began selling the first alcohol infused ice cream. In the past couple years, alcohol infused ice cream has taken its stride. Alcohol doesn't freeze, so incorporating alcohol while also keeping the ice cream consistency right and the butterfat content high has been a challenge. Although challenging, a handful of alcohol infused ice cream shops have figured out a way to create the dessert and been very successful, both nationally and locally (Morris).

### ***Similar Businesses and Competition:***

Observations were conducted at the Topsy Scoop Ice Cream Parlour in New York City. The Topsy Scoop is a tiny parlour located in lower Manhattan that offers artisanal ice creams and sorbets that are made with premium liqueurs and spirits. One is required to show their ID as they enter, and can choose from ten different liqueur infused ice creams. On rotation, they have approximately twenty different flavors that are made using local and seasonal ingredients (Kravitz).

### ***Location:***

There are other alcohol infused ice cream shops like Ice Cream Wasted in Dallas, the Milk Tavern in Los Angeles, Momenti in Las Vegas, and the speakeasy themed Prohibition Creamery in Austin. All of the alcohol infused ice cream shops can be found in major, urban cities with a lot of tourists and foot traffic. Since these ice creams are usually higher in price, the locations are found in neighborhoods that also have higher end stores that target upper middle class people (Pickett). These specialty shops are usually set in destination locations to draw in tourists that are interested in their unique over-the-top appeal (Kachelriess).

### ***Trends:***

Right now in the US, hand crafted ice cream shops are becoming increasingly popular (Morris). These ice cream shops often use ingredients from local farmers which creates an appeal for local residents. In addition, using packaging as a unique selling point generates a known identity for the brand both locally and nationally through social media. Furthermore, consumers are buying less ice cream because of the societal shift towards healthy living. They are more willing to spend extra on dairy-free and soy options rather than dairy. However, for a third of the US consumers, this does not bother them. The third trend and most common retail driver for ice cream companies are specialty flavors (Dornblaser).

## **\_\_\_ TARGET MARKET \_\_\_**

### ***Demographics:***

The US is currently the most popular ice cream market in the world in terms of mass consumption. When it comes to gender, women tend to over-consume ice cream much more than men. When it comes to age, children drive a large part of the ice cream market, while adults are the ones that bring them there. Consumers in the 18-24 age group would rather purchase ice

cream from a premium shop. Ice Cream consumer's income can vary due to the range in prices for the dessert. (Barrette).

Currently, there is not a defined target market for alcohol infused desserts because it is a new category. However, millennials are helping to fuel the rising popularity of "handcrafted," "artisanal" and "small batch" alcohol products (Pagliara). According to Melissa Tavvs, owner of the Tippy Scoop, the demographics for her alcohol infused ice cream shop included millennials, ages 21 to 36, who consume the ice cream with a group of friends, or on a date.

***Psychographics:***

US ice cream consumers seek products with good value, but can be persuaded to spend more money for added indulgences. Recently, ice cream consumers have sought out healthier options to regular ice cream whether that be frozen yogurt or dairy-free options. "Being socially responsible, environmentally conscious, and profitable is the new business model for all brands (Wheeler 42). Consumers are also interested in specialty flavors and "mixing in" different ingredients in order to make their own flavor unique and special to them. (Barrette).

Millennials who drink alcohol value quality, variety and like to drink with friends and share experiences. They look for innovation and originality when choosing a brand. According to Nielson's alcohol surveys, a large percentage of millennials reject mass-market alcohol beverages (Pagliara).

**\_\_\_MARKETING AND PROMOTION\_\_\_**

***Brand Identity:***

“Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible” (Wheeler 4). The best identity requires the use of strategic imagination, intuition, design excellence, and experience. Paul Rand once said, “You design for durability, for function, for usefulness, for rightness, for beauty (145). Rand also said, “a trademark should be reduced to elementary shapes that are universal, visually unique, and stylistically timeless” (Meggs 418). Business cards and letterheads have been the most formal type of business communication for many years. “Although emails and texting have become the most widely used form of communication, letterheads are not yet obsolete” (Wheeler 170).

### ***Collateral:***

“The best collateral communicates the right information at the right time with a customer” (174). When it comes to the basics of a collateral system, it must be unified to increase brand recognition, present an appropriate amount of information, be easy for customers to understand and should help them make buying decisions.

### ***Package Design:***

Packaging is necessary for ice cream shops when it comes to cups, cone wrappers, to-go pints etc. “Packages are brands you trust enough to take into your home” (180). The design of the package sets it a part from other brands, especially if it’s a new brand. “Breakthrough products require breakthrough design strategies,” according to Paula Scher, of Pentagram (180).

### ***Advertising:***

- **Print:** “Despite the advances in social media and decline in print, print advertising is still one of the ways consumers learn about new products, services, and ideas” (Wheeler 182).

When looking at print advertising for ice cream shops, the reader can see the use of high quality imagery paired with bold phrases enticing the viewer. On the other hand, they can see many graphically rendered ice cream cones with playful text surrounding the dessert.

### ***Website Design:***

Websites lead the top of the brand necessity list and must be responsive in order to be seen correctly on mobile devices. Brand personality should be central to each and every decision and should be a reflection of the company structurally. In addition, specific content should be written for the website (Wheeler 167).

### ***Other:***

- **Icons:** Icons effectively use light and shadow and balance positive and negative space to create a simple mark that can be recognizable at all sizes. “The image itself may allude to the name of the company or its mission, or it may be symbolic of a brand attribute” (56).
- **Social Media:** “For years now, Instagram has sat at the center of trends in food and beverages” (Newton) Matt Dunn, a social media strategist at Cerner, explains that social media is used to build, energize, and empower communities to support brands (Wheeler 71). “For many restaurants, Instagram-centered design means moving to physical spaces that are flooded with natural light, so as to permit more beautiful photographs” (Newton).
- **Store Signage:** Signage is a necessary way for a restaurant to attract new customers and increase sales. According to Keith Helmetage, partner of C&G Partners, “Signage can define a place and create a sense of community” (Wheeler 176). “Effective retail signage increases revenues, and intelligent wayfinding systems support and enhance the experience of a destination” (176). Carvel’s 1936 sign used neon lights as an inline stroke

to catch people's attention (Bader 15). Dairy Queen's original 1938 sign used a thick, tall sans serif that boldly represented the company. If the boldness of this sign didn't grab people's attention, the large bulb lights and delicious looking ice cream cone did (17).

## DESIGN CONSIDERATIONS

### *Color:*

Bright colors are used when showing ice cream graphically. In Andy Warhol's 1959 "Ice Cream Dessert," vivid colors and whimsical, blotted lines are used to portray the ice cream. In addition, Warhol's 1986 pop art, "Absolut Vodka," which was used in an advertisement, also used pops of vivid color including blue, yellow, red and pink. This was paired with a stark black (Warhol). According to the Color Harmony Compendium, "Blues, reds, yellows, and oranges are colors in full brightness and attract attention" (Simmons 21). It is suggested to use bright colors in packaging, fashion, and advertising due to their exhilarating and cheerful effect (21). Throughout history, it is evident that when logo marks, posters and advertisements use bright colors, they are meant to immediately attract the audience. Deborah Sussman selected a bright, vibrant pattern consisting of magenta, aqua and yellow to depict the 1984 Los Angeles Olympic Games (Meggs 433). Joao Machado created a poster with "exuberant colors like magenta, lime green and yellow to attract and excite viewers" (515).

### *Typography:*

Typography trends have shifted over the years especially due to technological changes. The creation of the computer allowed for the selection of fonts to multiply. Script fonts, or calligraphy, can date back to the ancient Greek times in 600 BC (Cramsie 37). These fonts now give off a meaning of elegance and decoration considering their roots. Bold, sans serif

typography as seen in Herb Lubalin's 1972 anti-war poster delivers the message with an "immediacy that comes from an exclusive reliance on typography" (236). Expressive typography, as seen in Filippo Tommaso Marinetti's 1919 "Les Mots en liberté futurists" attempts to represent the explosive story through the use of typography (178).

Historically, ice cream signs and company logos use large, bold, sans serif fonts paired with a more decorative, script font. Dairy Queen's original 1945 building used a large, bold, slab serif for the logo type and paired it with a thinner, more decorative sans serif for the tagline (Bader 17). With this in mind, a typeface should be flexible and easy to use with a wide range of expression. Jeremy Dooley, founder of Insigne Design, once said, "The right typefaces embody, promote, and complement a great brand, whether it is a city, a sports team, or a soft drink" (Wheeler 154).

### ***Imagery:***

Ice Cream is often graphically shown in a cone, either cake or waffle, with at least one flavored scoop, sometimes two (Bader 21). Observations at the Tipsy Scoop in New York City were conducted concerning imagery seen inside the store. From these observations, it was evident that from a photographic standpoint, ice cream is often photographed with an over-the-top adornment of toppings and scoops. Sometimes, ice cream is seen front and center as the star of the show. Other times, it is accompanied by multiple other ice cream cones or bowls. In Otto Storch's 1958, "Plus Perfect Parfaits," advertisement in *McCall's* lifestyle magazine, Storch uses the shape of the ice cream glass artistically as he omits one of the parfaits and replaces it with text. In addition, it can be seen that the arrangement of parfaits are decorated with whipped cream and

other adornments to make the desserts look appetizing (“Otto Storch: The Man Who Made Pictures Out of Type”).

Cows are graphically seen with big black spots and often a pink utter. Chick-Fil-A’s “Eat Mor Chikin” campaign, which began over twenty years ago in 1995, is a prime example of a historical way cows have been displayed. The Chick-Fil-A cows are shown painting billboards that encourage humans to eat chicken instead of beef. The cows are seen hanging off billboards and water towers awkwardly working together like clunky, yet clever animals (Hendrix). In Gary Larson’s Far Side comics, he portrays cows as standing up like humans with stellar IQs, fooling the farmers who think the cows are simple idiots. These black and white comics depict the cows as large creatures with a big black spot on their backs (Larson 15). According to Wheeler, a character trademark embodies brand attributes or values, and is a great way to market your company (64).

#### **ACTIONS TAKEN:**

The Tippy Cow ice cream parlour serves a range of extravagant, alcohol-infused, ice cream treats and is targeted towards fun-loving millennials with a passion for unique boozy flavors.

**Location:** Austin, Texas was chosen for the location of the Tippy Cow because of the city’s large population of millennials and foodie culture.

**Logo Symbol:** When creating the logo, the two elements of the Tippy Cow were combined. A playful logo symbol was created combining an old fashioned glass, representing the alcohol, and a cow, representing the dairy in ice cream.

**Typography:** Bello Pro Regular was chosen as the display font because of its thick ice cream drip-like quality and rounded edges that were welcoming and friendly. This was paired with Gotham Book and Bold, a legible, sturdy sans serif family.

**Color:** Bright colors such as pink, yellow and blue were selected because of their welcoming, friendly and exciting quality. These were then paired with black and white, which not only provide contrast, but reference the colors of a cow.

**Pattern:** The Topsy Cow's pattern combines large, organic cow spots with abstract colorful shapes to create an interesting, eye-catching design. The abstract shapes represent a cone, scoop and sprinkle, and lay atop of the spots to create a sprinkle-like quality.

**Stationery:** For the stationery package, the pattern is used as a full bleed on the back of the letterhead and flap of the envelope. The abstract shapes were deconstructed and transformed into a grouping of colorful lines which then can be seen throughout the identity system. The business card's circular shape references an ice cream scoop and uses the cow spots as a way to create negative space. In addition, the business card can be used as a coaster and becomes a simple takeaway from the restaurant.

**Menu:** The menu splits up its information into four different sections. Bello is used for the display font to create visual hierarchy, and Gotham is used for clarity. The icons add a pop of color and create a sophisticated, yet playful quality. Clever flavors range from 'Cosmoopolitan' to 'Mango Moogarita' and are scooped into the flavor's respective glass. For example, the 'Cosmoopolitan' would come in a martini glass, and the 'Mango Moogarita' would come in a margarita glass. There are also different options such as the 'Big Kids Only Sundae' and if the consumer can't decide on a flavor, they can always select one of the flight samplers, like the

‘Mix N’ Moo.’ If they want their ice cream in a cone, there are a range of dipped cones with the Topsy Cow’s pattern.

**Store Look:** Inside the store, there will be bright colors and interesting overhead light fixtures that create a relaxed, welcoming vibe. The large menu will be behind the counter so it can be seen by all the customers. There will be a white brick wall with the Topsy Cow pattern painted on it, while another wall will have a funny neon sign reading “ice cream wasted.”

**Packaging:** For packaging, each flavor was created to have its own personality, while maintaining the overall brand identity. This was achieved through differences in color, and similarities in typography and layout. In addition, the cow’s eyes were altered to look up towards the flavor, which would also make the consumer look to the flavor as well.

**Advertising:**

- **Print:** The advertisements attract the reader’s attention when they flip through a magazine with bright colors like pink, blue and yellow. In addition, large headlines like ‘MOSCOW MOO,’ ‘MINT MOOJITO,’ and ‘GIN MOOTINI’ were created for a humorous effect. The ‘O’s’ were substituted for ice cream scoops to show the product. Negative space was used to balance the large headlines and the punny subtitle reads: ‘Legendairy Combinations.’ The copy has a call to action and includes the website for further information.
- **Outdoor:** The billboard is an extension from the print advertising and reads ‘BOOOOZY,’ with the subtitle ‘Liquor Infused Ice Cream for Big Kids Only.’ This large, bright blue billboard with delicious ice cream scoops would attract drivers as they

pass by. The large logo would allow them to learn more about the company if they looked up the name.

**Website:** A responsive website was created in order to house all of the important information about the Tippy Cow. This includes their company description, hours, location, flavors, menu and merchandise. The landing page features a large hero image of some of the flavors and a description. A blue sticky header was included for ease as the user scrolls down, and Gotham was used because of its legibility.

**Social Media:** After analyzing the SurveyMonkey results, it was discovered that people would respond to a boozy ice cream shop best via Instagram. An aesthetically pleasing grid that consists of bold, bright colored icons, ice cream photography, and people enjoying the ice cream was created. The posts would highlight new flavor combinations and utilize emojis to create a fun-loving brand language.

**Merchandise:** Merchandise would be available for purchase on their website, or in store. Due to the fact millennials are the target market, a t-shirt was created that promoted the store through the pattern instead of a large logo. By doing this, the wearer doesn't feel like they're advertising a brand, but instead, that they are wearing a shirt with a cool design. The Tippy Cow old fashioned and shot glasses have the logo etched on the front. These glasses can be used for the to-go pints at home or for regular cocktails or shots.

## **CONCLUSION:**

During Senior Honors Thesis, I have come to realize how important research is when creating a company and designing a brand. By looking at the history of the subject, researching the current trends and target market, making observations at similar businesses, and conducting interviews

and surveys, I was able to fully understand the subject and design more purposefully and effectively. This project has taught me how to expand a brand into different medias and maintain the same look and feel.

## **APPENDIX A:**

### **Interview with Melissa Tavvs of the Tippy Scoop in NYC**

**Me: Can you tell me a little bit about your store?**

Tavvs: I opened the Tippy Scoop a year ago this month because ice cream has always been a passion in my family. My grandfather came over from Italy in the early 1930's and started selling ice cream, and it's been in the family since then. I wanted to continue the tradition, but give my ice cream shop a twist.

**Me: What would you say the demographic of people entering the Tippy Scoop would be?**

Tavvs: I would say it would be millennials ages 21-36. They usually come in with a friend or two, sometimes it's a couple on their night out. They always ask me how many scoops it would take them to get them drunk– it's hilarious.

**Me: Well, what do you tell them? How many scoops does it take?**

Tavvs: One scoop of the boozy ice cream is about the same as a beer. It would take probably a pint for you to feel it. My store is less about getting drunk, and more about having a different experience with ice cream.

**Me: Has the business been successful in this first year?**

Tavvs: Oh my God, yeah. People, especially millennials but not only them, have really gotten into it. It's a fun alternative to your basic ice cream store, and we do a lot on Instagram to try to attract new customers.

**Me: Would you say Instagram is the most important social media outlet for the Tippy Scoop?**

Tavvs: Yes, most definitely. We make sure to post every other day and keep things fun and interesting with emojis and new, fun, flavors.

## **APPENDIX B:**

### **SurveyMonkey sent to 65 people of legal drinking age:**

What's your gender?

- 69% females

What's your age range?

- 89% 21-30

How often do you go out to eat ice cream?

- 67% Once a month

How often do you go out for a drink?

- 60% Multiple times a week

Are you aware there are alcohol-infused ice cream shops in the US?

- 64% No

Would you go to an alcohol-infused ice cream shop?

- 87% Yes

What form of marketing would you be most responsive to?

- 76% Instagram ad

What social media outlet would you follow the ice cream shop on?

- 73% Instagram

What kind of boozy ice cream flavors sound good to you?

- 66% Chocolate Coffee + Bailey's

What color for an ice cream shop would draw you in most?

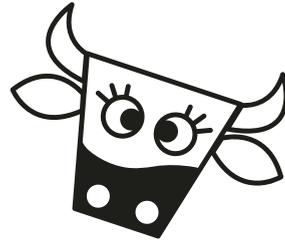
- 39% Blue

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THE  
*Tipsy Cow*  
BARLOUR



ANIKA CARLSON | SENIOR THESIS

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# INTRODUCTION

Ever since I was a kid, I have always loved the delicious, refreshing taste of ice cream. Whether it was enjoyed on a hot, summer day with friends or as a sweet treat with family, it never failed to hit the spot. I didn't think anything would be superior to this indulgence—until I turned 21. A nice cocktail after a long day of work or going out for celebratory drinks is quite satisfying.

Wouldn't it be nice if you didn't have to decide between these two guilty pleasures? Introducing the sinfully sweet ice cream parlour, The Tippy Cow.

# THESIS STATEMENT

This project involved the marketing and branding of The Tippy Cow ice cream parlour, which serves a range of extravagant, alcohol-infused, ice cream treats. This was accomplished through extensive research into the target market, similar businesses, branding, design and food photography. Research into the historical foundations of ice cream and bar related art and design was also conducted in order to gain insight on the trends seen throughout history.

The final result included the branding, advertising, packaging design, store look, social media, photography, web design, and menu design for The Tippy Cow.

# METHODOLOGY

Descriptive research was used when gathering information for this project. Descriptive research addresses the “what” question, and involves observing and describing the object being studied. In this case, the branding of an ice cream store that sells alcohol-infused ice cream was studied in numerous methods.

## BOOKS

*Designing Brand Identity* by Aliana Wheeler provided a proven, universal five-phase process for building brand champions. From the basics of branding to the universal brand identity process, this book serves as a reference when designing for a company. Aliana Wheeler is a branding consultant and author. She manages perception and has a passion for branding. By using an engaging process, she achieves brand clarity and re-vitalizes brands.

*Color Harmony Compendium: A Complete Color Reference for Designers of All Types* by Christopher Simmons is the most comprehensive reference book on the usage of color available today. It provides insights on color theory and color schemes and ways to effectively use color to your company’s advantage.

Christopher Simmons is a San Francisco-based graphic designer, writer and educator. He served on the board of directors of the San Francisco chapter of the AIGA from 1996-1999, and again as president during 2004-2006.

*Curious About Ice Cream* by Bonnie Bader is a playful book about the history of ice cream. It begins with Ancient Greece and their obsession with this “nectar” and continues until modern day ice cream. Bonnie Bader is an author from Brooklyn, New York and was assisted by highly educated Smithsonian food curators to create this informational and entertaining book.

*Megg’s History of Graphic Design: 5th Edition*, by Philip B. Meggs is a reference to the history of graphic design since the first pictographs up

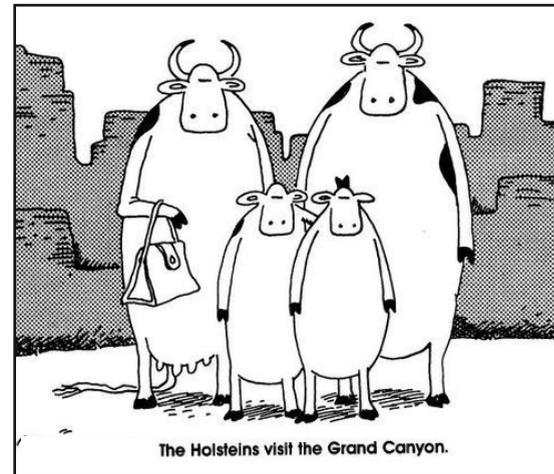


until current design trends. This book was recognized for excellence by the Association of American Publishers and provides a wealth of knowledge for both students and professionals alike. Philip B. Meggs was an American graphic designer and historian. He has been called the most important historian of design and published a handful of books on design throughout his life.

*The Story of Graphic Design* by Patrick Cramsie is a narrative history that tells us how, over the course of centuries, the Western world has used the written word to communicate ideas. It covers everything from ancient manuscripts to current computer screens, and explores the evolution of styles under the pressure of social, cultural, and technological change. Patrick Cramsie is a designer who specifically prefers to work on corporate identity and book design.

*Cows of Our Planet: A Far Side Collection*, by comedian Gary Larson, is a collection of “Far Side” comics that depict human-like cows having sophisticated conversations. This book acts as a reference to how cows can be illustrated and portrayed. Gary

Larson is an American cartoonist who has published twenty-three books of collected cartoons, famously known for the theme of “How cows behave when no human watches.”



## ARTICLES

“Topsy Scoop Opens New York’s First Boozy Ice Cream Parlour,” published in *Forbes* magazine provides insight on a similar ice cream shop in New York City. It explains the background of the store, the process of making the ice cream, and the buzz that occurred after the store opened in May. In this article, Melissa Kravitz, contributor for *Forbes*, interviews owner of Topsy Scoop, Melissa Tavvs.

“This New Bishop Arts Ice Cream Shop is Vegan Friendly, Reservation Only and Full of Booze,” published in *Dallas Observer* talks about the opening of Ice Cream Wasted in Dallas this past July. This upscale boozy ice cream restaurant offers beautifully adorned and delicious tasting alcohol-infused ice cream for a small price of \$50. *Dallas Observer’s* Leah Pickett interviews the owner Bri Calloway to find out more about the process, flavors, way to get a reservation and more.

“Only In Las Vegas: Inside the Momenti Boozy Ice Cream Factory,” published in *Thrillist* explains the origin story of Momenti Spirited Ice Creams and the steps the company’s owner, Leif Pearson, has taken to get the ice cream

in retail stores such as Whole Foods. *Thrillist’s* Robert Kachelriess interviews Pearson and gains insight on the process of making the ice cream a decadent, upscale dessert and how he built the only factory in North America that specifically makes alcohol-infused ice cream.

“Ice Cream Parlors,” published on the Small Business Development Center Network by Sarah Barrette, describes the target market in terms of both demographics and psychographics for ice cream consumers. In addition, Barrettes reveals statistics about about consumption and preferences for ice cream. Sarah Barrette, has been a writer for the SBDC Net for ten years and has written dozens of informational articles on small businesses.



“Ice Cream Insights and Consumer Perceptions: 3 Trends Impacting the US Market,” published on Mintel’s website by Lynn Dornblaser speaks about current trends in the ice cream industry and how to effectively reach the market and succeed. Lynn Dornblaser is a director of innovation and insight at Mintel and has a specialty in identifying and analyzing trends in consumer products and behaviors.

“Booze-Infused Ice Cream is a Thing,” published in Time, provides information on the history of alcohol-infused ice cream as well as current trends for this specialty treat. Chris Morris has published multiple articles about the alcohol industry over the course of his career at Times magazine.

“Instagram is Pushing Restaurants to be Kitschy, Colorful, and Irresistible to Photographers,” published on The Verge and written by Casey Newton, gives helpful advice to restaurants regarding social media and in-store design. Casey Newton, has been a Silicon Valley editor for The Verge since 2013 and has contributed over 1,000 posts during his time there.

“Millennials Love Booze, and the Alcohol Industry is Listening,” published in the Tennessean by Jennifer Pagliara provides insight on the alcohol target market and how to profit off their interests. Pagliara is a financial advisor for CapWealth Advisors and has been a contributor to the Tennessean Money section for ten years now.

“20 Years of Cows,” by Bernard Hendrix highlights the Chick-Fil-A “Eat-Mor-Chikin” campaign’s timeline over the past twenty years. Bernard Hendrix is a writer for The Chicken Wire, Chick-Fil-A’s news network.

“Otto Storch: The Man Who Made Pictures Out of Type,” published on The Society of Publication Designers’ website shows different advertisements Storch created during his time at McCall’s magazine during the 50s and 60s. Specifically, “Plus Perfect Parfaits,” is analyzed.

Andy Warhol’s paintings, “Ice Cream Dessert” and “Absolut Vodka,” are both found on the Tate Museum of British Art’s website. The Tate houses the United Kingdom’s national collection of British art and has been around since 1897.



Melissa Tavvs, Owner of the Tippy Scoop NYC

## INTERVIEWS

An interview with Melissa Tavvs, owner of Tippy Scoop NYC, provided information related to an alcohol-infused ice cream shop. Tavvs opened up her ice cream shop in April of 2017 and has celebrated a great amount of success since then. Questions asked during the interview are located in Appendix A.

## OBSERVATIONS

An observation was conducted at Tippy Scoop Ice Cream Shop in New York City. Currently in the United States, Tippy Scoop is the closest concept to the Tippy Cow.

An observation was conducted at Melt Ice Cream Shop in Fort Worth, Texas. Melt has specialty flavors and a bright and welcoming aesthetic which attracts consumers from all around.

## SURVEYS

A survey of 65 people (of legal drinking age) was conducted to discover top of mind awareness of alcohol-infused ice cream shops, opinions on the dessert and desires of the market to gauge the effectiveness of various marketing techniques. The survey was a standard SurveyMonkey survey and is included in Appendix B.

**Q. Are you aware there are boozy ice cream stores in the US?**

**A. 64% NOT AWARE!**

# RESEARCH RESULTS

Research results led to valuable information related to the history of ice cream and ice cream parlors, how to start a successful bar, and information on the recent advancements in alcohol-infused desserts. In addition, research led to important findings related to advertising and promotion used in alcohol-infused dessert sales, target market for this business model, and design considerations for creating the brand, collateral and advertising.

## BACKGROUND INFORMATION

### HISTORY OF ICE CREAM

Ice cream has a history that dates back to ancient times. The Greeks and Chinese both made ice cream in their own unique way. While the Greeks enjoyed snow covered in nectar and honey, the Chinese made ice cream from heated milk, flour and tree oil (Bader 2). Rich colonists from England brought over the tasty treat to America in the 1700s. Ice cream vendors became prevalent during the 1800s, and by 1901 there was over 4,000 ice cream vendors in New York City alone (11). With the creation of freezers in 1911, ice cream became easier to make, store

and sell. By 1919, 150 million gallons were being made (15). Nowadays, there are over 1.5 billion gallons of ice cream being produced and many different successful ice cream shops and companies (17).

### HISTORY OF BOOZY ICE CREAM

In 2007, Mercer's, began selling the first alcohol infused ice cream. In the past couple years, alcohol infused ice cream has taken its stride. Alcohol doesn't freeze, so incorporating alcohol while also keeping the ice cream consistency right and the butterfat content high has been a challenge. Although challenging, a handful of alcohol infused ice cream shops have figured out a way to create the dessert and been very successful, both nationally and locally (Morris).

## SIMILAR BUSINESSES

Observations were conducted at the Tippy Scoop Ice Cream Barlour in New York City. The Tippy Scoop is a tiny barlour located in lower Manhattan that offers artisanal ice creams and sorbets that are made with premium liqueurs and spirits. One is required to show their ID as they enter, and can choose from ten different liqueur infused ice creams. On rotation, they have approximately twenty different flavors that are made using local and seasonal ingredients (Kravitz).



## TRENDS

Right now in the US, hand crafted ice cream shops are becoming increasingly popular (Morris). These ice cream shops often use ingredients from local farmers which creates an appeal for local residents. In addition, using packaging as a unique selling point generates a known identity for the brand both locally and nationally through social media. Furthermore, consumers are buying less ice cream because of the societal shift towards healthy living. They are more willing to spend extra on dairy-free and soy options rather than dairy. However, for a third of the US consumers, this does not bother them. The third trend and most common retail driver for ice cream companies are specialty flavors (Dornblaser).



Milk Tavern, Los Angeles, CA



## LOCATION

There are other alcohol infused ice cream shops like Ice Cream Wasted in Dallas, the Milk Tavern in Los Angeles, Momenti in Las Vegas, and the speakeasy themed Prohibition Creamery in Austin. All of the alcohol infused ice cream shops can be found in major, urban cities with a lot of tourists and foot traffic. Since these ice creams are

usually higher in price, the locations are found in neighborhoods that also have higher end stores that target upper middle class people (Pickett). These specialty shops are usually set in destination locations to draw in tourists that are interested in their unique over-the-top appeal (Kachelriess).

## TARGET MARKET

### DEMOGRAPHICS

The US is currently the most popular ice cream market in the world in terms of mass consumption. When it comes to gender, women tend to over-consume ice cream much more than men. When it comes to age, children drive a large part of the ice cream market, while adults are the ones that bring them there. Consumers in the 18-24 age group would rather purchase ice cream from a premium shop. Ice Cream consumer's income can vary due to the range in prices for the dessert (Barrette).

Currently, there is not a defined target market for alcohol infused desserts because it is a new category. However, millennials are helping to fuel the rising popularity of "handcrafted," "artisanal" and "small batch" alcohol products (Pagliara).



**"The demographics for my alcohol infused ice cream shop include millennials, ages 21 to 36, who consume the ice cream with a group of friends, or on a date."** -Melissa Tavvs



## PSYCHOGRAPHICS

US ice cream consumers seek products with good value, but can be persuaded to spend more money for added indulgences. Recently, ice cream consumers have sought out healthier options to regular ice cream whether that be frozen yogurt or dairy-free options. “Being socially responsible, environmentally conscious, and profitable is the new business model for all brands (Wheeler 42). Consumers are

also interested in specialty flavors and “mixing in” different ingredients in order to make their own flavor unique and special to them. (Barrette)

Millennials who drink alcohol value quality, variety and like to drink with friends and share experiences. They look for innovation and originality when choosing a brand. According to Nielson’s alcohol surveys, a large percentage of millennials reject mass-market alcohol beverages (Pagliara).

## MARKETING + PROMOTION

### BRAND IDENTITY

“Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible” (Wheeler 4). The best identity requires the use of strategic imagination, intuition, design excellence, and experience. Paul Rand once said, “You design for durability, for function, for usefulness, for rightness, for beauty (145).

**“A trademark should be reduced to elementary shapes that are universal, visually unique, and stylistically timeless.” -Paul Rand**

Business cards and letterheads have been the most formal type of business communication for many years. “Although emails and texting have become the most widely used form of communication, letterheads are not yet obsolete” (Wheeler 170).

### ADVERTISING

“Despite the advances in social media and decline in print, print advertising is still one of the ways consumers learn about new products, services, and ideas” (Wheeler 182). When looking at print advertising for ice cream shops, the reader can see the use of high quality imagery paired with bold phrases enticing the viewer. On the other hand, they can see many graphically rendered ice cream cones with playful text surrounding the dessert.

### WEBSITE DESIGN

Websites lead the top of the brand necessity list and must be responsive in order to be seen correctly on mobile devices. Brand personality should be central to each and every decision and should be a reflection of the company structurally. In addition, specific content should be written for the website (Wheeler 167).



Van Leeuwen's Artisanal Ice Cream

## COLLATERAL

“The best collateral communicates the right information at the right time with a customer” (174). When it comes to the basics of a collateral system, it must be unified to increase brand recognition, present an appropriate amount of information, be easy for customers to understand and should help them make buying decisions.

## PACKAGING

Packaging is necessary for ice cream shops when it comes to cups, cone wrappers, to-go pints etc. “Packages are brands you trust enough to take into your home” (180). The design of the package sets it a part from other brands, especially if it’s a new brand. “Breakthrough products require breakthrough design strategies,” according to Paula Scher, of Pentagram (180).

## MOO-RE

Icons effectively use light and shadow and balance positive and negative space to create a simple mark that can be recognizable at all sizes. “The image itself may allude to the name of the company or its mission, or it may be symbolic of a brand attribute” (56).

“For years now, Instagram has sat at the center of trends in food and beverages” (Newton) Matt Dunn, a social media strategist at Cerner, explains that social media is used to build, energize, and empower communities to support brands (Wheeler 71). “For many restaurants, Instagram-centered design means moving to physical spaces that are flooded with natural light, so as to permit more beautiful photo opportunities” (Newton).

Store signage is a necessary way for a restaurant to attract new customers and increase sales. According to Keith Helmetage, partner of C&G Partners, “Signage can define a place and create a sense of community” (Wheeler 176). “Effective retail signage increases revenues, and intelligent

wayfinding systems support and enhance the experience of a destination” (176). Carvel’s 1936 sign used neon lights as an inline stroke to catch people’s attention (Bader 15). Dairy Queen’s original 1938 sign used a thick, tall sans serif that boldly represented the company. If the boldness of this sign didn’t grab people’s attention, the large bulb lights and delicious looking ice cream cone did (17).



DŌ, New York City, NY

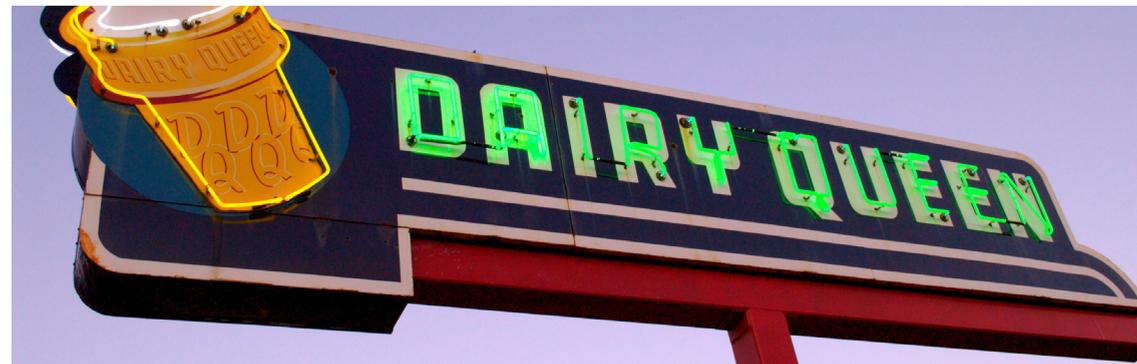
## DESIGN CONSIDERATIONS

### TYPOGRAPHY

Typography trends have shifted over the years especially due to technological changes. The creation of the computer allowed for the selection of fonts to multiply. Script fonts, or calligraphy, can date back to the ancient Greek times in 600 BC (Cramsie 37). These fonts now give off a meaning of elegance and decoration considering their roots. Bold, sans serif typography as seen in Herb Lubalin's 1972 anti-war poster delivers the message with an "immediacy that comes from an exclusive reliance on typography" (236). Expressive typography, as seen in Filippo Tommaso Marinetti's 1919 "Les Mots en liberté futurists" attempts to represent

the explosive story through the use of typography (178).

Historically, ice cream signs and company logos use large, bold, sans serif fonts paired with a more decorative, script font. Dairy Queen's original 1945 building used a large, bold, slab serif for the logo type and paired it with a thinner, more decorative sans serif for the tagline (Bader 17). With this in mind, a typeface should be flexible and easy to use with a wide range of expression. Jeremy Dooley, founder of Insigne Design, once said, "The right typefaces embody, promote, and complement a great brand, whether it is a city, a sports team, or a soft drink" (Wheeler 154).



### COLOR

Bright colors are used when showing ice cream graphically. In Andy Warhol's 1959 "Ice Cream Dessert," vivid colors and whimsical, blotted lines are used to portray the ice cream. In addition, Warhol's 1986 pop art, "Absolut Vodka," which was used in an advertisement, also used pops of vivid color including blue, yellow, red and pink. This was paired with a stark black (Warhol). According to the Color Harmony Compendium, "Blues, reds, yellows, and oranges are colors in full brightness and attract attention" (Simmons 21). It is suggested to use bright colors in packaging, fashion, and advertising due to their exhilarating and cheerful effect (21). Throughout history, it is evident that when logo marks, posters and advertisements use bright colors, they are meant to immediately attract the audience. Deborah Sussman selected a bright, vibrant pattern consisting of magenta, aqua and yellow to depict the 1984 Los Angeles Olympic Games (Meggs 433). Joao Machado created a poster with "exuberant colors like magenta, lime green and yellow to attract and excite viewers" (515).



Ice Cream Dessert (1959), Andy Warhol



Los Angeles Olympic Games (1984), Deborah Sussman

## IMAGERY

Ice Cream is often graphically shown in a cone, either cake or waffle, with at least one flavored scoop, sometimes two (Bader 21). Observations at the Tippy Scoop in New York City were conducted concerning imagery seen inside the store.

From these observations, it was evident that from a photographic standpoint, ice cream is often photographed with an over-the-top adornment of toppings and scoops. Sometimes, ice cream is seen front and center as the star of the show. Other times, it is accompanied by multiple other ice cream cones or bowls.

In Otto Storch's 1958, "Plus Perfect Parfaits," advertisement in McCall's lifestyle magazine, Storch uses the shape of the ice cream glass artistically as he omits one of the parfaits and replaces it with text. In addition, it can be seen that the arrangement of parfaits are decorated with whipped cream and other adornments to make the desserts look appetizing ("Otto Storch: The Man Who Made Pictures Out of Type").



Plus Perfect Parfaits (1958), Otto Storch



"Eat Mor Chikin" Campaign (1995), Chick-Fil-A

Cows are graphically seen with big black spots and often a pink utter. Chick-Fil-A's "Eat Mor Chikin" campaign, which began over twenty years ago in 1995, is a prime example of a historical way cows have been displayed. The Chick-Fil-A cows are shown painting billboards that encourage humans to eat chicken instead of beef. The cows are seen hanging off billboards and water towers awkwardly working together like clunky, yet clever animals

(Hendrix). In Gary Larson's Far Side comics, he portrays cows as standing up like humans with stellar IQs, fooling the farmers who think the cows are simple idiots. These black and white comics depict the cows as large creatures with a big black spot on their backs (Larson 15). According to Wheeler, a character trademark embodies brand attributes or values, and is a great way to market your company (64).



# ACTIONS TAKEN

The Tippy Cow ice cream parlour serves a range of extravagant, alcohol-infused, ice cream treats and is targeted towards fun-loving millennials with a passion for unique boozy flavors. Austin, Texas was chosen for the location of the Tippy Cow because of the city's large population of millennials and foodie culture.

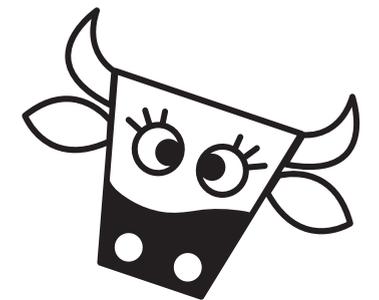
## TYPOGRAPHY

Bello Pro Regular was chosen as the display font because of its thick ice cream drip-like quality and rounded edges that were welcoming and friendly. This was paired with Gotham Book and Bold, a legible, sturdy sans serif family.

## LOGO SYMBOL

When creating the logo, the two elements of the Tippy Cow were combined. A playful logo symbol was created combining an old fashioned glass, representing the alcohol, and a cow, representing the dairy in ice cream.

THE  
**Tippy Cow**  
BARLOUR



**Bello Pro Regular**  
*AaBbCcDdEeFfGgHhIi*

**GOTHAM BOOK**  
AaBbCcDdEeFfGgHhIi

**GOTHAM BOLD**  
AaBbCcDdEeFfGgHhIi

## COLOR

Bright colors such as pink, yellow and blue were selected because of their welcoming, friendly and exciting quality. These were then paired with black and white, which not only provide contrast, but reference the colors of a cow.



## PATTERN

The Tipsy Cow's pattern combines large, organic cow spots with abstract colorful shapes to create an interesting, eye-catching design. The abstract shapes represent a cone, scoop and sprinkle, and lay atop of the spots to create a sprinkle-like quality.

## STATIONERY

For the stationery package, the pattern is used as a full bleed on the back of the letterhead and flap of the envelope. The abstract shapes were deconstructed and transformed into a grouping of colorful lines which then can be seen throughout the identity system. The business card's circular shape references an ice cream scoop and uses the cow spots as a way to create negative space. In addition, the business card can be used as a coaster and becomes a simple takeaway from the restaurant.



Flavors	Specials	Flights
<p><b>COSMOOPOLITAN</b> BERRY COSMOPOLITAN</p> <p><b>NO BULL</b> VANILLA HAZELNUT BOURBAN</p> <p><b>COW CRAZE</b> IRISH COFFEE CREAM</p> <p><b>MINT MOOJITO</b> MINT MOJITO</p> <p><b>GIN MOOTINI</b> STRAWBERRY GIN</p> <p><b>MANGO MOOGARITA</b> MANGO MARGARITA SORBET</p> <p><b>AMOORETTO</b> CHOCOLATE CHERRY AMARETTO</p> <p><b>MOSCOW MOO</b> VODKA + GINGER BEER</p> <p><b>HOLY COW</b> COOKIES + CREAM VODKA</p> <p><b>MEXICAN MOOCHA</b> MEXICAN CHOCOLATE TEQUILA</p>	<p><b>BIG KIDS ONLY SUNDAE</b> \$8 YOUR CHOICE OF ICE CREAM</p> <p><b>SPIKED MILKSHAKE</b> \$7 YOUR CHOICE OF ICE CREAM</p> <p><b>HOLD THE MILK</b> \$9 DRINK WITHOUT ICE CREAM</p> <p><b>JUST-THE-SHOT</b> \$7 SHOT WITHOUT ICE CREAM</p> <p><b>NON-ALCOHOLIC SCOOP</b> \$3 CHOCOLATE, VANILLA OR STRAWBERRY</p>	<p><b>CLASSIC COMBO</b> NO BULL COW CRAZE MEXICAN MOOCHA HOLY COW</p> <p><b>BERRY COMBO</b> COSMOOPOLITAN MANGO MOOGARITA GIN MOOTINI AMOORETTO</p> <p><b>MIX N' MOO</b> MINT MOOJITO MOSCOW MOO GIN MOOTINI MANGO MOOGARITA</p>
<p><b>Toppings</b> \$1 PER TOPPING</p> <p>CARAMEL CHOCO CHIPS HOT FUDGE SPRINKLES</p> <p>WHIPPED CREAM STRAWBERRIES CHOCOLATE SYRUP COOKIE DOUGH</p> <p>M&amp;M'S BERRY SAUCE OREO BANANA</p>	<p><b>Build Your Own</b> SELECT FOUR FLAVORS TO CREATE YOUR OWN TASTY UNIQUE FLIGHT</p>	

## MENU

The menu splits up its information into four different sections. Bello is used for the display font to create visual hierarchy, and Gotham is used for clarity. The icons add a pop of color and create a sophisticated, yet playful quality. Clever flavors range from 'Cosmopolitan' to 'Mango Moogarita' and are scooped into the flavor's respective glass. For example, the 'Cosmopolitan' would come in a

martini glass, and the 'Mango Moogarita' would come in a margarita glass. There are also different options such as the 'Big Kids Only Sundae' and if the consumer can't decide on a flavor, they can always select one of the flight samplers, like the 'Mix N' Moo.' If they want their ice cream in a cone, there are a range of dipped cones with the Tipsy Cow's pattern.

## PACKAGING

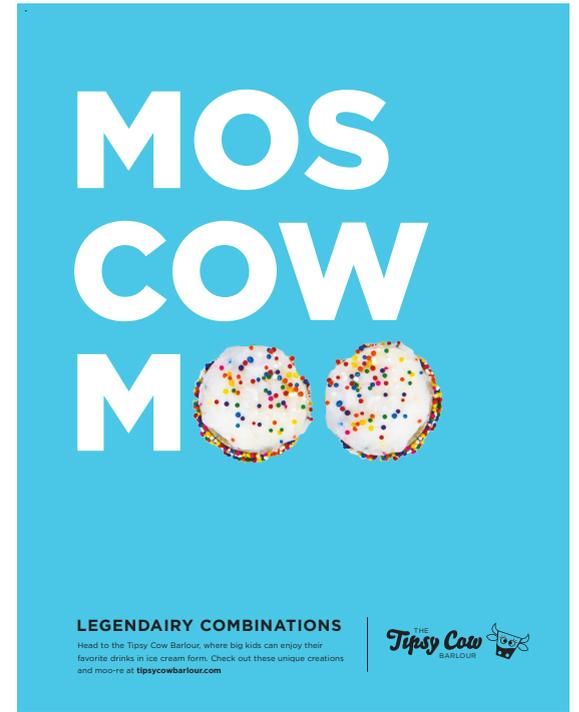
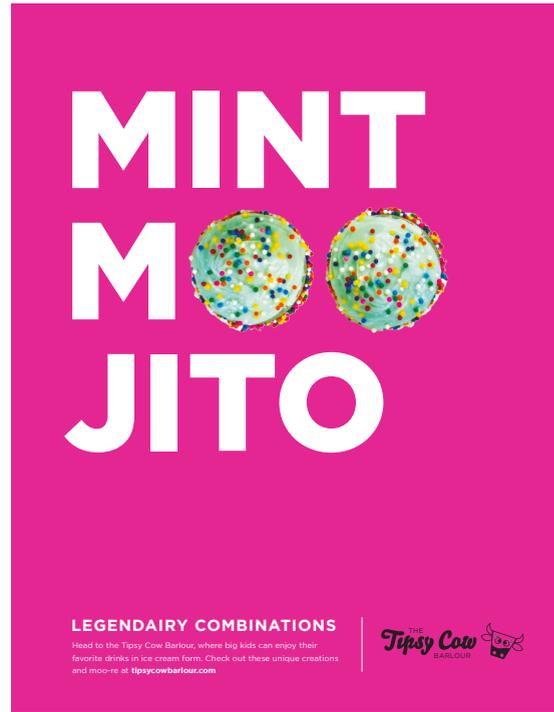
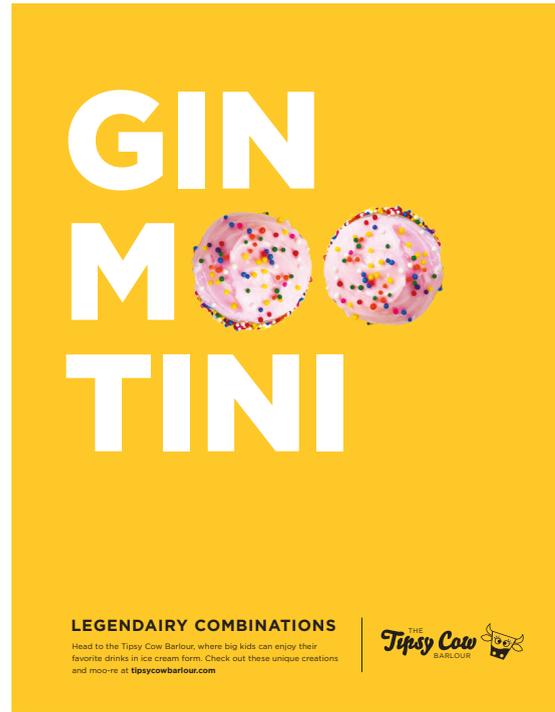
For packaging, each flavor was created to have its own personality, while maintaining the overall brand identity. This was achieved through differences in color, and similarities in typography and layout. In addition, the cow's eyes were altered to look up towards the flavor, which would also make the consumer look to the flavor as well.



## STORE LOOK

Inside the store, there will be bright colors and interesting overhead light fixtures that create a relaxed, welcoming vibe. The large menu will be behind the counter so it can be seen by all the customers. There will be a white brick wall with the Topsy Cow pattern painted on it, while another wall will have a funny neon sign reading “ice cream wasted.”



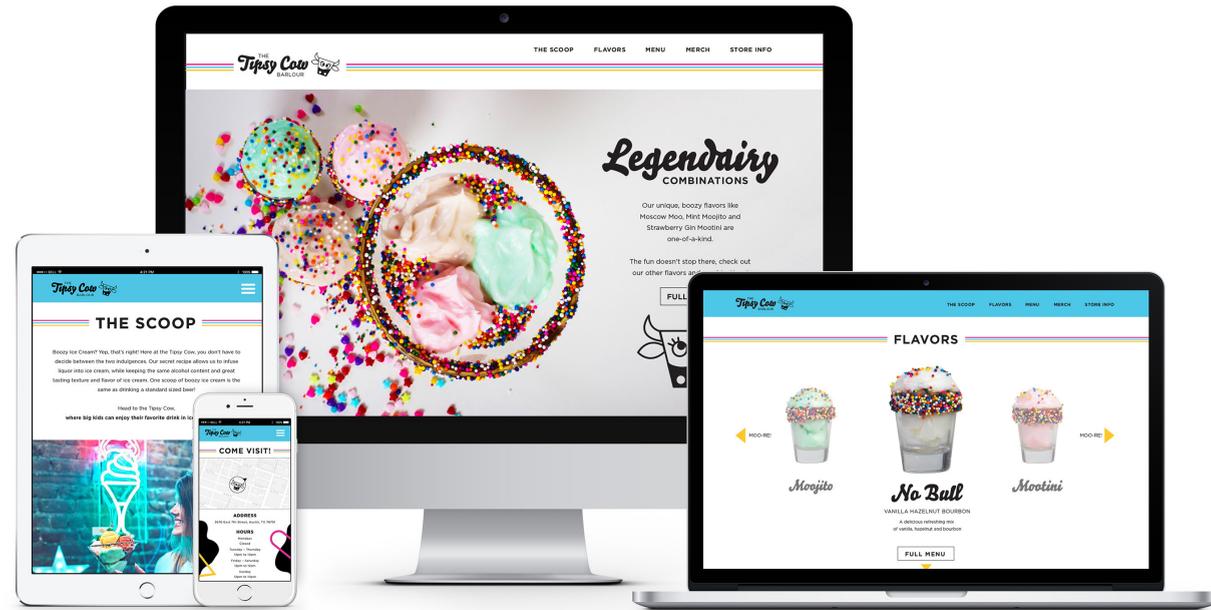


**ADVERTISING**

The advertisements attract the reader's attention when they flip through a magazine with bright colors like pink, blue and yellow. In addition, large headlines like 'MOSCOW MOO,' 'MINT MOOJITO,' and 'GIN MOOTINI' were created for a humorous effect. The 'O's' were substituted for ice cream scoops to show the product. Negative space was used to balance the large headlines and the punny subtitle reads: 'Legendairy Combinations.' The copy has a call to action and includes the website for further information.

The billboard is an extension from the print advertising and reads 'BOOOOZY,' with the subtitle 'Liquor Infused Ice Cream for Big Kids Only.' This large, bright blue billboard with delicious ice cream scoops would attract drivers as they pass by. The large logo would allow them to learn more about the company if they looked up the name.



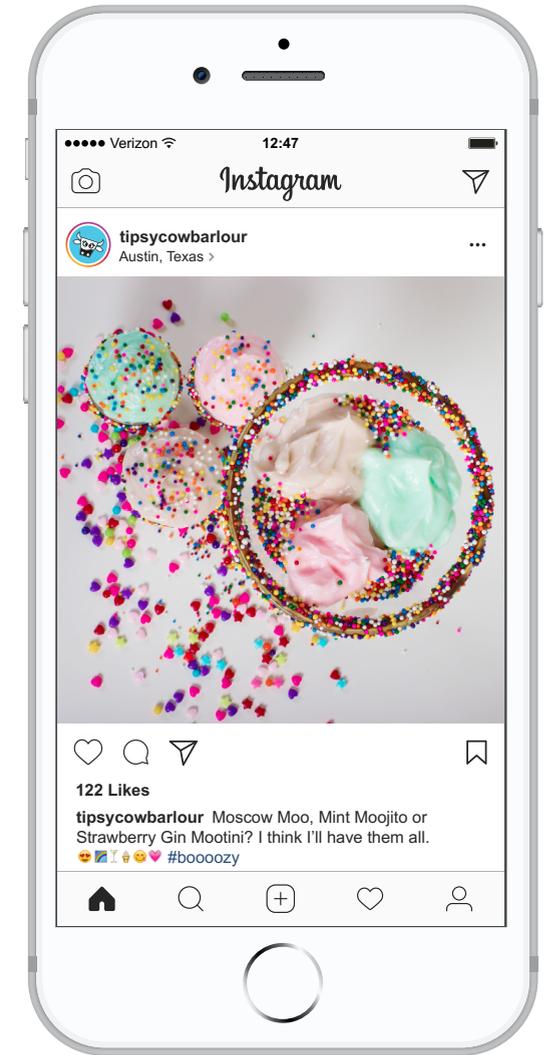
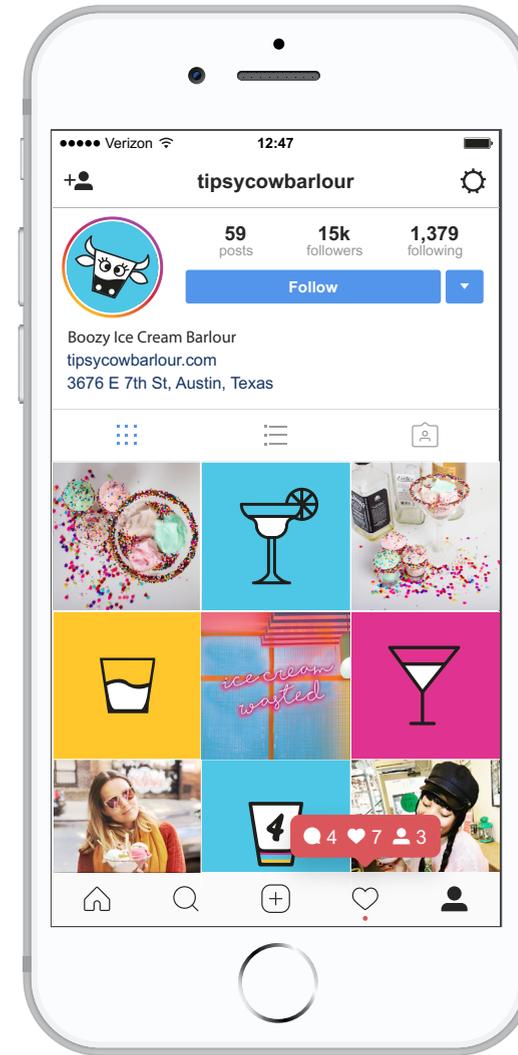


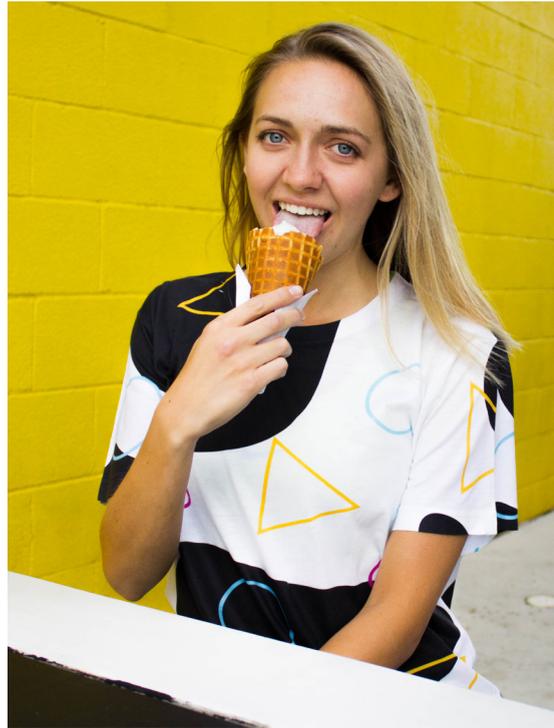
## WEBSITE

A responsive website was created in order to house all of the important information about the Topsy Cow. This includes their company description, hours, location, flavors, menu and merchandise. The landing page features a large hero image of some of the flavors and a description. A blue sticky header was included for ease as the user scrolls down, and Gotham was used because of its legibility.

## SOCIAL MEDIA

After analyzing the SurveyMonkey results, it was discovered that people would respond to a boozy ice cream shop best via Instagram. An aesthetically pleasing grid that consists of bold, bright colored icons, ice cream photography, and people enjoying the ice cream was created. The posts would highlight new flavor combinations and utilize emojis to create a fun-loving brand language.





## MERCHANDISE

Merchandise would be available for purchase on their website, or in store. Due to the fact millennials are the target market, a t-shirt was created that promoted the store through the pattern instead of a large logo. By doing this, the wearer doesn't feel like they're advertising a brand, but instead, that they are wearing a shirt with a cool design.

The Tippy Cow old fashioned and shot glasses have the logo etched on the front. These glasses can be used for the to-go pints at home or for regular cocktails or shots.



## CONCLUSION

During Senior Honors Thesis, I have come to realize how important research is when creating a company and designing a brand. By looking at the history of the subject, researching the current trends and target market, making observations at similar businesses, and conducting interviews and surveys, I was able to fully understand the subject and design more purposefully and effectively. This project has taught me how to expand a brand into different medias and maintain the same look and feel.

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# APPENDIX A

The following is an interview transcript with Melissa Tavvs of the Topsy Scoop in NYC:

**Me:** Can you tell me a little bit about your store?

**Tavvs:** I opened the Topsy Scoop a year ago this month because ice cream has always been a passion in my family. My grandfather came over from Italy in the early 1930's and started selling ice cream, and it's been in the family since then. I wanted to continue the tradition, but give my ice cream shop a twist.

**Me:** What would you say the demographic of people entering the Topsy Scoop would be?

**Tavvs:** I would say it would be millennials ages 21-36. They usually come in with a friend or two, sometimes it's a couple on their night out. They always ask me how many scoops it would take them to get them drunk- it's hilarious.

**Me:** Well, what do you tell them? How many scoops does it take?

**Tavvs:** One scoop of the boozy ice cream is about the same as a beer. It would take probably a pint for you to feel it. My store is less about getting drunk, and more about having a different experience with ice cream.

**Me:** Has the business been successful in this first year?

**Tavvs:** Oh my God, yeah. People, especially millennials but not only them, have really gotten into it. It's a fun alternative to your basic ice cream store, and we do a lot on Instagram to try to attract new customers.

**Me:** Would you say Instagram is the most important social media outlet for the Topsy Scoop?

**Tavvs:** Yes, most definitely. We make sure to post every other day and keep things fun and interesting with emojis and new, fun, flavors.

# APPENDIX B

The following SurveyMonkey was sent out to 65 people of legal drinking age:

**What's your gender?**

- Male
- Female

**What's your age range?**

- 21-30
- 30-45
- 45-75
- 75+

**How often do you go out to eat ice cream?**

- Once a week
- Once a month
- Once a year
- Never, yuck!

**How often do you go out for a drink?**

- Once a week
- Multiple times a week
- Once a month
- Never, yuck!

**Are you aware there are alcohol-infused ice cream shops in the US?**

- Yes
- No

**Would you go to an alcohol-infused ice cream shop?**

- YAH!
- Nah

**What form of marketing would you be most responsive to?**

- Instagram ad
- Facebook ad
- Snapchat ad
- Outdoor ad
- Magazine ad

**What social media outlet would you follow the ice cream shop on?**

- Instagram
- Facebook
- Snapchat
- Would not follow

**What kind of boozy ice cream flavors sound good to you?**

- Vanilla Hazelnut Bourbon
- Strawberry Margarita Sorbet
- Chocolate Coffee + Bailey's
- Mint Chip Mojito

**What color for an ice cream shop would draw you in most?**

- Blue
- Pink
- Yellow
- Green

