



Success Story

Building Awareness for Flavors and Fun

Using Instagram to spread the word about the joy its ice cream inspires, Ben & Jerry's reached 9.8 million users and saw a 33-point increase in ad recall. Of users who saw the ad for Scotchy Scotch Scotch ice cream, 17% not only became aware of the new flavor, they also associated it with Ben & Jerry's.

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people in the U.S. were reached

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lift in ad recall, an increase of 3x over the control group

17% more people became aware

of the flavor Scotchy Scotch Scotch and associated it with Ben & Jerry's

Their Story

Spreading Ice Cream Euphoria

The irreverent personality of Vermont-based Ben & Jerry's shines through in its unforgettable flavor names and unexpected ingredient combinations. Since its founding in 1978, the brand known for its commitment to progressive values has built a deep connection with ice cream lovers around the world.

Their Goal

Making Us All Scream for Ice Cream

By reaching people on Instagram, Ben & Jerry's aimed to drive awareness for its creative and fun-loving brand, and for its new Scotchy Scotch Scotch flavor.

The Solution

Tempting People with Delicious Images on Instagram

Ben & Jerry's was among the first brands to run advertising on Instagram. Over an eight-day period in November, the brand posted four sponsored images featuring its ice cream in a carton, in a cone and even as a vision in the clouds. Ads were targeted to users age 18–35 in the U.S.

Instagram's large audience ensured that the sponsored posts reached millions of people who visit the app regularly to be inspired by memorable imagery. By managing the frequency of the sponsored posts, Instagram ensured that users saw ads from Ben & Jerry's only three times on average. Each creative was inserted in a user's Instagram feed only once.

“Since its launch, Instagram has provided us with an amazing platform to connect with our fans and tell our story visually. Ads on Instagram let us reach and engage with more fans about our flavors, fun and values.”

—Mike Hayes, Digital Marketing Manager, Ben & Jerry's

