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# Ice Cream Truck Experiences Were This Summer's Coolest Marketing Campaigns

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*Food, Agriculture, Sustainability... with a passion for the Caribbean*

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From tourism experiences and purposeful promotions to fashion events and shockingly successful *cheesie* gimmicks, promotional ice cream trucks have been big media headliners in the Big Apple this summer— but those who thought that all of the flavorful fun was about ice cream alone would have totally missed the *pint*.

Here's the scoop...

While consumers got to enjoy their favorite ice cold summer treat street side during the hot summer months, innovative brands were making direct, memorable connections with the public.

According to marketing company, Food Truck Promotions, ice cream trucks have been used by brands in recent years as experiential vehicles or “non-traditional, mobile marketing platforms that create multi-sensory experiences and drive

engagement between brands and consumers.” Essentially, these are the billboards or magazine ads of the day.

Here are the top four New York summer ice cream truck campaigns.

## June 18: Big Gay Ice Cream celebrates with #MKPride



Beatriz BB, Ava Lanche and Hans attend Michael Kors celebrates 2021 Pride with Big Gay Ice Cream at ... [+] GETTY IMAGES FOR MICHAEL KORS

In celebration of Pride Month in June, and Big Gay Ice Cream's 12th anniversary during the same month, luxury fashion retailer, Michael Kors teamed up with the iconic ice cream brand in a very sweet— and colorful— #MKPride promotion. A co-branded soft serve truck parked outside the Rockefeller Center store in New York, supplied Michael Kors customers with free co-branded ice cream in a variety of flavors including twist soft serve, novelty ice cream sandwich and pink and yellow birthday cake swirl, which was created exclusively for #MKPride. The day attracted familiar faces

and vibrant rainbow colors. Michael Kors also launched the special-edition #MKPride rainbow patch t-shirt which benefitted OutRight Action International, a nonprofit that works to advance human rights for LGBTIQ people globally.

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## July 14: Van Leeuwen's cheesie promotion



People try Van Leeuwen's new Kraft mac and cheese flavor ice cream at a pop up truck near Union ... [+] GETTY IMAGES

When six thousand scoops of Kraft Macaroni & Cheese Ice Cream sell out in one hour you know you have a publicity stunt that's gone out of *control*. On July 14, in honor of National Macaroni and Cheese Day, Brooklyn-based creamery, Van Leeuwen partnered



with Kraft in the release of a savory-sweet ice cream flavor, made of cream, milk, cane sugar, egg yolks and Kraft cheese sauce mix. And while all six thousand sales took place online and in Van Leeuwen stores, an ice cream truck based in Union Square gave out free samples all day, creating added visibility— and it worked. The far-out flavor was such a hit that the brand relaunched the promotional product on August 31 at a whopping \$12 a pint.

## July 18: A sweet hook up in New York



In honor of National Ice Cream Day on July 18, Booking.com treated lucky travelers to an overnight ... [+] BOOKING.COM

In honor of National Ice Cream Day on July 18, online travel agency Booking.com BKNG +0.7% advertised two overnight experiences in a fully-functional ice cream truck in Union Square Park in New York. The two offers were made available at the cost of \$7.18 (in recognition of the holiday's date) and featured a stay in a private truck with an ice cream themed interior including a waffle cone bed spread and ice cream truck art, with a fully-stocked fridge of ice

cream-related goodies, a milkshake making station, an all you can eat toppings bar, and ice cream experiences that included a Downtown Manhattan ice cream shop walking tour and tickets to the Museum of Ice Cream. Booking.com also celebrated some of its destinations by distributing free internationally-inspired ice cream flavors in Union Square.



Booking.com's private ice cream truck came with ice cream themed accommodations, a fully-stocked ... [+] BOOKING.COM

## Summer and beyond: Ice Cream Truck of Rights





Artists Carolina Rubio-MacWright and Yazmany Arboleda in collaboration with New York City youth have ... [+] CAROLINA RUBIO-MACWRIGHT

Learning about your rights never tasted so good! Artists Carolina Rubio-MacWright and Yazmany Arboleda, in collaboration with New York City youth converted the MOIC (Museum of Ice Cream) ice cream truck into an Ice Cream Truck of Rights. The ice cream truck, featuring prominent signage: ‘Pick your flavor, know your rights,’ has been visiting New York neighborhoods hardest hit by COVID-19, to educate residents about their rights. Imagine enjoying free ice cream while watching educational theatrical performances, and reviewing ice cream-themed Know-Your-Rights palm-cards focusing on housing, immigrant issues, the environment, healthcare, and voting rights, among other topics.

“At the Museum of Ice Cream, we believe in the power of connection through ice cream,” says Manish Vora, Co-founder of Museum of Ice Cream. The experiential marketing project-with-a-purpose features Know-Your-Rights ice cream flavors such as ‘Stop-Rum-Raising-the-Rent’ and ‘3-Ways-To-Vote-Neapolitan-Sundae’

and when you order a 'Health-Caramel-For-All' cone you also receive a palm card that gets you connected to NYC Cares, a healthcare access program for New Yorkers who do not qualify for or can't afford healthcare.

“The Ice Cream Truck of Rights is a tool for transformation,” say Rubio MacWright and Arboleda. “These neighborhoods have been hit hard, and the folks here need to know about their rights in creative ways.”



Know Your Rights ice cream themed palm cards being used to spread messages of education, rights and ... [+] CAROLINA RUBIO- MACWRIGHT

Whether it's through outrageous experiences, purposeful entertainment or shocking flavors, ice cream trucks have become a popular marketing choice for businesses seeking to make memorable connections with customers, or trying to send an important message. Interweaving a national day or an enjoyable experience with fond childhood memories and the delicious taste of

ice cream creates an emotional, multi sensory connection— and makes for a great story.

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