



With almost a century of ice cream experience, Blue Bunny is responsible for almost every treat carried by the neighborhood ice cream man. In 2008, this iconic family company turned to Ice Cream Man to **REVITALIZE THE BRAND AND PROMOTE ITS PRODUCT LINE TO TREND-SETTING TWENTY-SOMETHINGS** at music festivals, concerts, parties and community events from coast to coast.

50,000 ICE CREAMS AND COUNTING...



Ice Cream Man, with our fleet of ice cream trucks and carts, put more than **50,000 Blue Bunny ice creams** in the hands of its target consumers at nearly every major music festival in the US, including Bonnaroo in Tennessee, Lollapalooza in Chicago, CMJ in New York and South by Southwest in Austin.

Popular singer-songwriter **Devendra Banhart** himself joined us onstage at San Francisco's Outside Lands festival to distribute Blue Bunny treats to hundreds of screaming fans in the audience.

ACCESS & AUTHENTICITY

No conventional advertising methods could have given Blue Bunny the **viral marketing and ground-level support** needed to target consumers who pride themselves on identifying with taste-making names and artists. Ice Cream Man, wielding an extensive network of fans, followers and business partners, was able to successfully connect a classic family brand with young, passionate consumers, musicians, artists and event organizers all across North America.

