

# The Minnesota Scoop Campaign Deliverables



# Overview

# The Minnesota Scoop

You know how to put a cherry on top of a perfect summer day? Just add ice cream. This summer, we will inspire people to get out there and discover their new favorite flavor as they treat and eat their way across the state.



# Campaign Inspiration / color palette



# Shop Kits



## Direct-Print Box

### SPECS

Exact size TBD

Shipping label on bottom

To serve as kit to participating businesses



## Overview Card

### SPECS

Flat, double-sided 7 x 9.5"

Uncoated 120# smooth cover stock

Quantity: 1 per kit



FRONT



BACK

## Window Cling

SPECS

Color printing on clear decal — 5 x 7"

Quantity: 1 per kit



A



B



## Buttons

Employees can wear these buttons on their shirt/apron/uniform to spread the word about the experience and urge customers to ask about it.

SPECS

Large buttons — 3"

Packaged in cellophane bags

Tied with red/white baker's twine



## Punch Cards

### SPECS

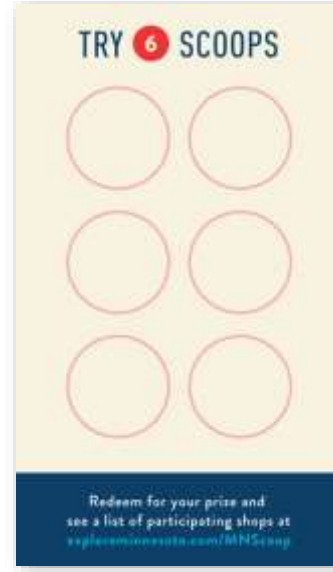
Standard business card — 2.5 x 3"

Double-sided

Uncoated 120# smooth cover stock



FRONT



BACK

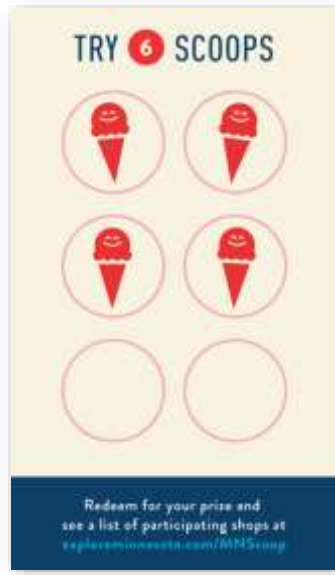
## Custom Stamp

SPECS

½" stamp artwork

Quantity:

2 stamps & 3 ink pads per kit



## Mini Posters

SPECS

8.5 x 11"

Semigloss 100# smooth cover stock

Quantity: 3 per kit



SHOPS FILL IN THE BLANK  
WITH THEIR UNIQUE MENU ITEM

# Employee Cheat Sheet

SPECS

7 x 9.5"

Uncoated 120# smooth cover stock

Laminated

Quantity: 1 per kit



HEY,  
EMPLOYEES:  
**HERE'S THE  
SCOOP**

## HOW IT WORKS

- 1 Customers will be visiting participating shops across the state  
*(They can view a full list of participating shops at [exploreminnesota.com/MNScoop](http://exploreminnesota.com/MNScoop))*
- 2 Please provide one stamp on their Minnesota Scoop card with the purchase of any treat.
- 3 When full, customers can upload a photo of the completed card to Explore Minnesota to redeem one branded t-shirt\* and a chance to win grand prize travel packages and other weekly giveaways.

\*limited to the first 500 entries

**BE A BRAND ADVOCATE FOR  
THE MINNESOTA SCOOP**  
Ask each customer if they're aware of the promotion. And if they aren't, be sure to share the good news.

**PLEASE LIMIT TO ONE STAMP  
PER CARD, PER VISIT**  
We encourage each individual to have their own card (including kids!)

## HAVE FUN!

EXPLORE **m** MINNESOTA

## Kitting Example

Note: Exact sizing, placement and packaging will be finalized at a later time

### CONTENTS

- Punch cards
- Buttons
- 2 stamps, 3 ink pads
- Overview card
- Window cling  
*(below crinkle paper)*
- Letter size mini poster  
*(below crinkle paper)*
- Laminated info sheet  
*(below crinkle paper)*



# Giveaways

## T-shirts

Prizes for completed punch card  
prizes and/or additional giveaways

SPECS  
Standard tees  
2-color screen print  
(Front & back)



A



BACK



## T-shirts

Prizes for completed punch card  
prizes and/or additional giveaways

SPECS  
Ringer tees  
2-color screen print  
Front & arm



B



C

## Ice Cream Scoop

All "Minnesota Scoopers" will be invited to join our virtual ice cream social using #MNScoop. Winners will be selected randomly each week to receive a prize, like a branded ice cream scoop.

(Exact scoop TBD)



Awareness



## Local Influencer Kits

Mini-mailer / surprise & delight promo kits for local influencers (newscasters, radio personalities, social media stars, etc.) across the state.

### SPECS

Folded A7 cards — 5 x 7"

### CONTENTS

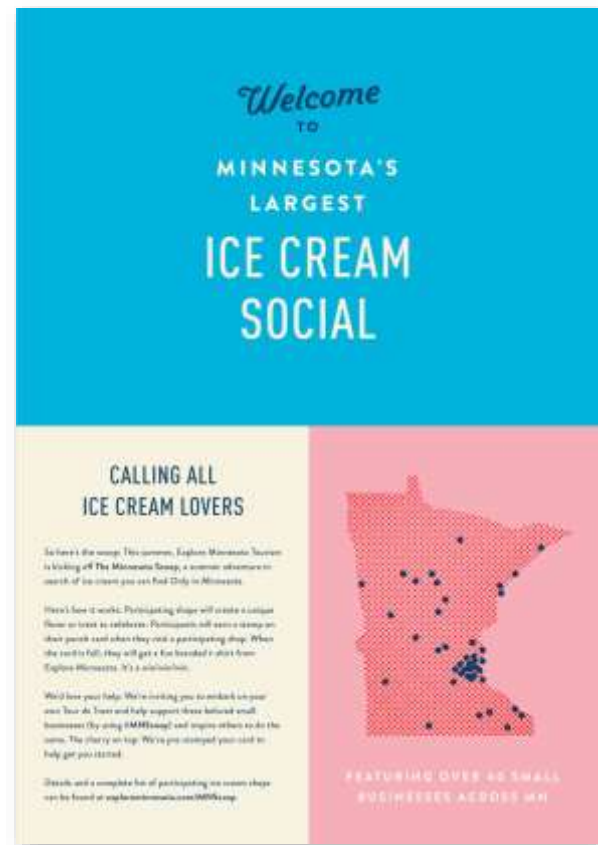
- Punch card with 1 free stamp
- Ice cream scoop
- Button



FRONT, FOLDED



BACK, FOLDED



INSIDE, UNFOLDED

## Local Influencer Kits (Continued)

Mini-mailer / surprise & delight promo kits for local influencers (newscasters, radio personalities, social media stars, etc.) across the state.

SPECS  
Folded A7 cards — 5 x 7"

### CONTENTS

- Punch card with 1 free stamp
- Ice cream scoop
- Button



## Hospitality Postcard

These eye-catching cards with a brief explanation of the campaign will be distributed to places like hotels, resorts, restaurants, breweries, and retail shops—places travelers already stop—as a way to help spread the word and support their fellow local businesses.

### SPECS

Flat, one-sided 5 x 7"

Uncoated 120# smooth stock



# Digital & Social

## Digital Banners

SPECS

300 x 600px

Note: Display ads may not be included in media buy, but these banners can be featured on the EMT website as needed.





## Paid Social – Stories

Beyond resharing user and shop-generated content using the #MNScoop hashtag to our organic feed, we can also be promoting posts and stories that drive to the website.



## Paid Social – Posts

Post copy to be finalized once program details are confirmed



@exploreminnesota Eat ice cream. Get rewarded. This summer, pick up a The Minnesota Scoop punch card at any participating ice cream shop and be prepared for a sweet summer ahead. Share an image using #MNScoop. But don't forget to get your card stamped. When full you can redeem it for one sweet t-shirt.



@exploreminnesota You're invited to Minnesota's largest (virtual) ice cream social. Simply head to a participating ice cream shop to earn stamps you can redeem for a branded t-shirt and prizes along the way.

## Paid Social – Carousel

Post copy to be finalized once program details are confirmed



@exploreminnnesota Here's The Minnesota Scoop this summer:  
Eat ice cream. Get rewarded.

Print

## Print

SPECS  
Full page layout



#MNscoop

Welcome  
TO  
MINNESOTA'S  
LARGEST  
ICE CREAM  
SOCIAL

FEATURING NEARLY 100 SMALL BUSINESSES ACROSS MINNESOTA



THE MINNESOTA  
Scoop

EXPLORE MINNESOTA

EAT ICE CREAM. GET REWARDED.

Join our tasty tour of summer with The Minnesota Scoop, a rewarding ice cream adventure. All you need to do is pick up a punch card at any participating shop. Then:

- Enjoy your favorite flavor or their unique #OnlyInMN creation
- Get your card stamped
- Upload an image of your completed card to [exploreminnesota.com/MNscoop](https://exploreminnesota.com/MNscoop)
- Get a t-shirt\* and a chance to win GRAND PRIZE travel packages and other weekly giveaways.

Begin your Tour de Treat today!



SCAN TO FIND MORE INFORMATION AND PARTICIPATING SHOPS

[exploreminnesota.com/MNscoop](https://exploreminnesota.com/MNscoop)

\*Based on the first 200 entries.