



CLEMENTINE'S

NAUGHTY *and* NICE
CREAMERY

Marketing Metrics - Fall 2022



The Team



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2024

Olin Business School
Majors: Marketing,
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Minor: Business Analytics



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Major: Fashion Design
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College of Arts & Sciences
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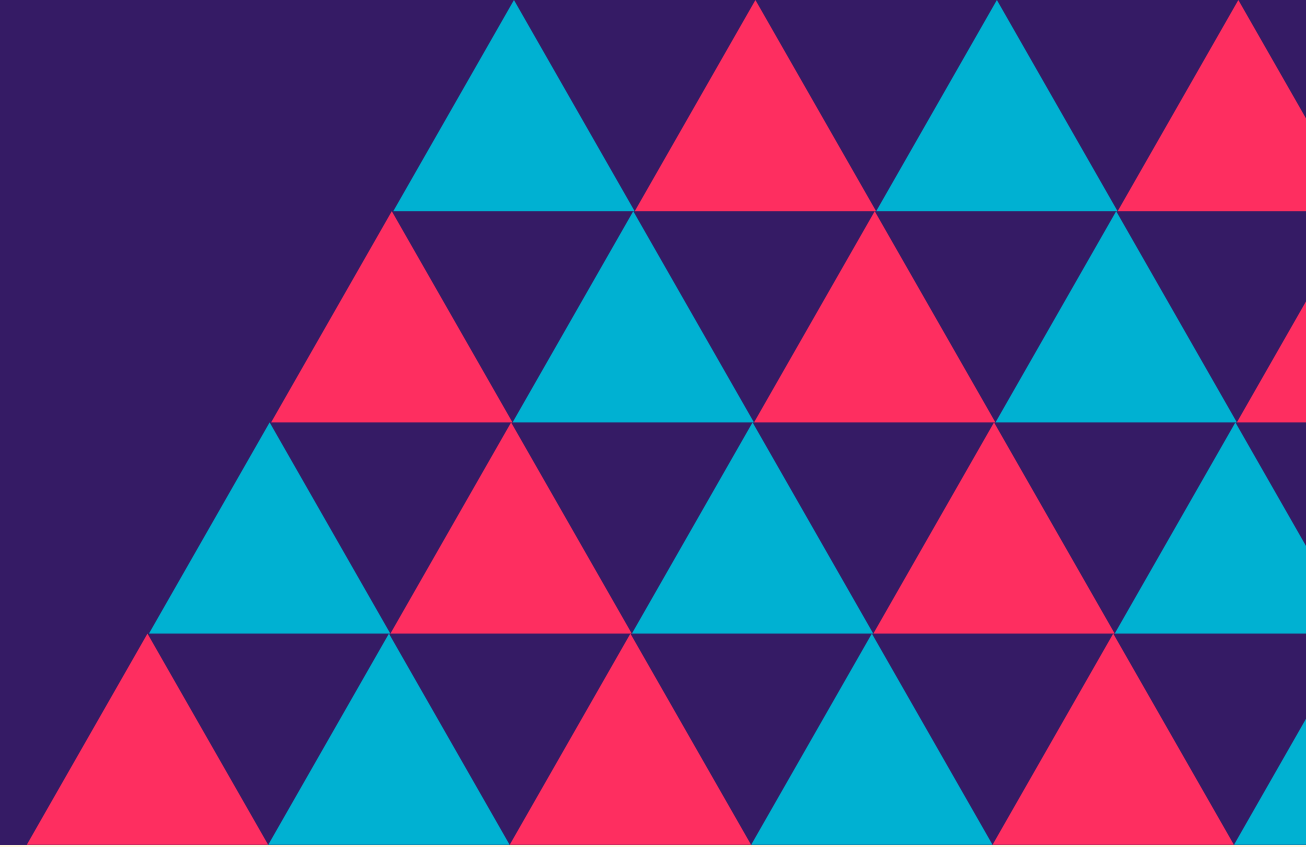


Saloni Jain

2023

College of Arts & Sciences
Major: PNP
Minors: Legal Studies

Agenda



Background and Growth Opportunities

- Clementine's founding
- Expansion
- Where we come in
 - Success factors
 - Emulating success

Methodology and Recommendations

- Current store rating system
- 3 cities: Louisville, Kansas City, Indianapolis
 - Neighborhoods and why we chose them

Feasibility and Next Steps

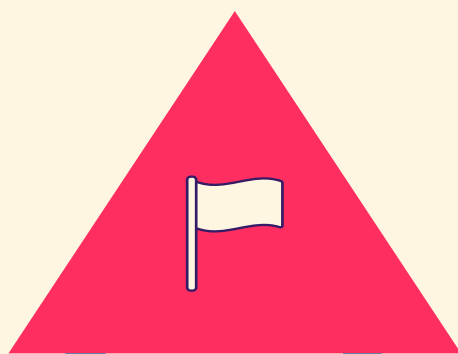
- Rent and other pertinent factors
- Additional recommendations (partnerships, etc)

Background and Growth Opportunities



Your background

Clementine's Creamery
first opened in 2014



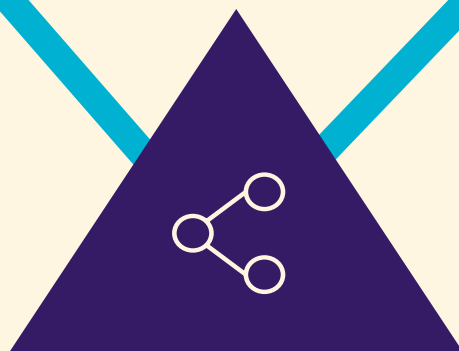
Clementine's is looking to
expand beyond St. Louis



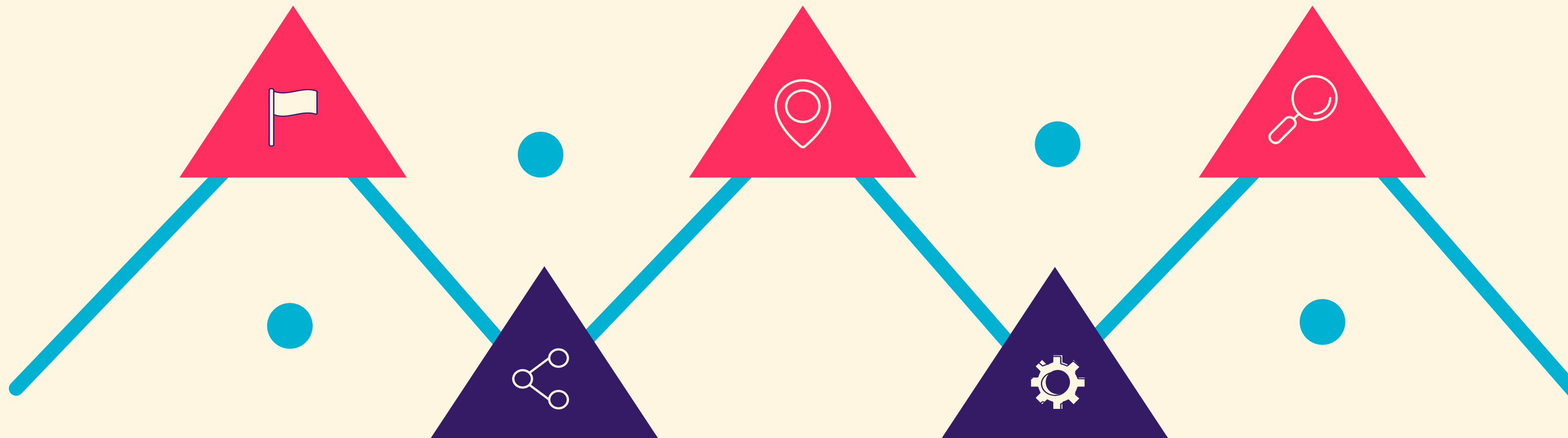
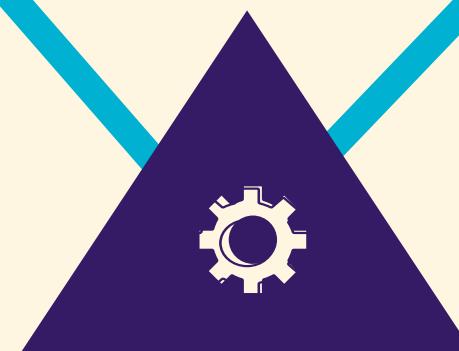
Find new potential locations
for Clementine's



Six locations across the
St. Louis community



Identify success factors
of current locations





Clementine's Current Locations



Demun

Demographics & Ratings:

- Median Age: **30.1** yrs
- About **77.7%** Bachelor's or more
- Median household income: **\$111,749**

Neighborhood characteristics:

- Gathering points: DeMun Park, "Big Bee" and other art murals, Forest Park, Concordia Park, St. Louis Art Museum, St. Louis Zoo, Hi Pointe Theater
- Universities: WashU, Med Campus, Fontbonne, Lindenwood, SLU, etc.
- Schools: Many nearby schools
- Points of Interest: Dogs, Babies, Family Time, Vegan Flavors, Supporting Local Businesses
- Artisan/Local Businesses Nearby: Sashas Wine Bar, How Sweet is This, Original Kaldis, Louie, Demun Oyster Bar
- Pricing Nearby: **\$\$**



Lafayette Square

Demographics & Ratings:

- Median household income: **\$78,473**
- Median age: **39**
- 46.8% female
- Degrees: 22.44% High School, **48.78%** Bachelor's
- 27.3% in K-12 schools, 16.9% K-12 private school (largest school age)

Neighborhood characteristics:

- Schools within 10-15 minute drive: Lafayette Academy; SLU (not walking distance- 2.5 miles away)
- Gathering Points: Lafayette Square Park, Lafayette Square (shopping/arts area), Soulard
 - Bailey's Chocolate Shop, Fields Foods, SqWires Restaurant & Annex, Square One Brewery
 - Lots of street parking in this area
 - Almost all restaurants **\$\$**
 - Area prone to walking, arts fairs and exhibits



Kirkwood

Demographics:

- Population: **29,371**
- Median age: **43.1**
- **61.6%** have bachelor's degree or higher
- Median household income: **\$94,067**
- Family households: **64.3%**

Neighborhood characteristics:

- Strong sense of community
- Abundance of shopping and dining options in a walkable area
- Historic train station and lively downtown
- Over 15 schools/universities within a 15 minute drive



Town and Country

Demographics & Ratings:

- Population: **11.1k**
- Median Age: **52.5**
- Median Household income: **\$283,437**
- **49.2%** female
- **75.50%** have a bachelor's degree or higher
- **77.90%** family households

Neighborhood Characteristics:

- Family oriented with a rural feel
- Parks: Queeny Park, Longview Park, Drace Park, Preservation and Cadet Park
- There is a small town square with a few shops
- Restaurants tend to be **\$\$-\$\$\$**
- Maryville University is within a 5 min drive
- 6 schools nearby
- Myseum, Museum of Transportation
- Has been a push for walking trails around the town



Lake St. Louis

Demographics & Ratings:

- Median Age: **45.9 yrs**
- Percentage of Family Households: **72.40%**
- About **45.10%** completed Bachelor's or higher
- Median household income: **\$96,825**

Neighborhood characteristics:

- Outdoor seating options offered by The Meadows
 - space of a large courtyard

(often with live music and hosts: Lake St.Louis Farmers & Artists Market)

- Lots of local shops in the meadow
- Two point-of-sale stations
(Expansive indoor and outdoor seating)
 - Quickly Checkout
- Restaurants located **\$\$~\$\$\$**
- Gathering Points
 - Boulevard Park
 - Kinetic Park



Southampton

Demographics:

- Population: **4,838**
- Median age: **39.6**
- **58.40%** have bachelor's degree or higher
- Median household income: **\$66,354**
- **Percentage of Family Households: 41.70%**

- **Neighborhood characteristics:**
- **Neaby Restaurnats \$~\$\$**
- **Francis Park & Tilles Park**
- **Lots of restaurants** Restaurants nearby: **\$~\$\$**
- Strong sense of community
- Annual fall festival with live music, food and drink vendors
- Plenty of Street Parking
- Over 4 schools/universities within a 15 minute drive



Methodology and Recommendations



Methodology

In short, we:

- Researched **current** Clementines **locations** in depth through interviews of current Clementines business runners, social media analyses, neighborhood analyses, etc.
- **Developed parameters** from current locations that should be emulated in future Clementines locations
- **Mapped** these parameters in spreadsheets
- **Searched** for and **researched new locations** that emulated pre-existing Clementines locations and matched the parameters we created
- Formulated our **recommendations** and ranked locations



Our Location Recommendations



Old Louisville, Louisville, KY

Success Factors:

- College area like Delmar: Area of University of Louisville (Belknap campus)
- Median age: 38
- Artsy district
 - Draws like festivals (Old Lou Craft Beer Festival)
 - Almost all restaurants \$\$

Neighborhood Specifics:

- Population: 10,975
 - 48% female
 - 17.0% family households (a bit of an older/college-based crowd)
 - Median age: 37.5-38 years old
 - 17.4% of people enrolled in K-12 schools, 22% in undergraduate colleges



Butchertown, Louisville, KY

Success Factors:

- College area like Demun: Bellarmine University (11 min drive)
- Growing area: increase in options for dining, shopping and entertainment
- Restaurant prices tend to be \$\$
- Near Louisville Champions park (4 min drive) and Waterfront Botanical Gardens

Neighborhood Specifics:

- Population: 19,557
- Median age:38.5
- Median household income: \$83,152
- Copper & Kings brandy distillery (possible collaboration)
- Mellwood arts center
- Family Households:41.53%
- 52.82% with a bachelor's degree or higher
- 50.12% female



Brookside, Kansas City, MO

Success Factors:

- Close to a university: 2 min drive from UMKC
- historic and artsy neighborhood
 - Festive art show that attracts 70,000 visitors a year
 - parades and festivals
- Brookside Park
- Prominent shopping district
- Restaurant prices tend to be \$\$

Neighborhood Specifics:

- Population: 12,080
- Median age: 41.6
- Median household income: \$194,853
- Family Households: 71.23%
- 80.47% with a bachelor's degree or higher
- 50.88% female
- Leopold Gallery



Crossroads, Kansas City, MO

Success Factors:

- Close to a university: 5 min drive from UMKC
- Crossroads arts district described as an:
 - 'enclave of boutique shops, one-of-a-kind restaurants, creative businesses, studios and art galleries'
- Restaurant prices tend to be \$\$



Neighborhood Specifics:

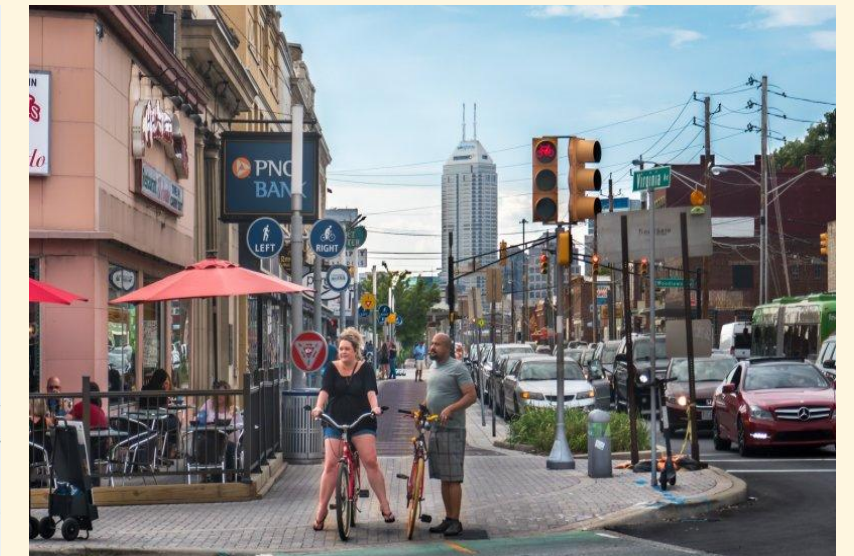
- Population: 9,074
- Median age: 33.7
- Median household income: \$84,174
- Family Households: 36.61%
- 45.09% with a bachelor's degree or higher
- 38.74% female
- Parks: Washington Square Park and Ermine Case Junior Park



Broad Ripple Village, Indianapolis

Success factors:

- Over 15 schools and 6 universities within a 15 minute drive
- Strong community involvement
- Lots of events in a highly walkable area
- Popular area for young professionals, growing families, and empty nesters

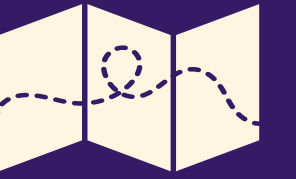


Neighborhood specifics:

- Median household income: \$109,485
- Median age: 35.8
- Education level: 60.87% with a Bachelor's degree or higher
- Family households: 50.29%



Rankings & Recommendations



1. Brookside
2. Broad Ripple Village
3. Crossroads
4. Old Louisville
5. Butchertown

- Emulate Demun location based on success factors
 - Proximity to colleges/schools
 - Community & population
 - Artistic area
 - Target demographic with percentage of women (women 21-50)
 - Higher income (expendable for microcreamery ice cream)

Feasibility and Next Steps



Limitations

- *Point of sale data*
 - Where are people getting Clementine's shipped to?
 - Could inform possible locations
- *Past/Future Partnerships*
 - Where the founder sees the company going (Next Steps)
- *Lack of customer/employee survey*
 - Why has Clementine's seen success, and how do these factors rank?
 - Can predict with guesses, but asking outright may be informative
- *Social media engagement*
 - New flavors?
 - Instagram story votes
- *Rent Limitations*
 - Discussed prior



Next Steps

- Get more data from current customers and employees (get their input on locations and decision factors)
- **Analyze engagement** on social media platforms
- **Visit the areas** and attend community events to get a feel for these locations in order to make the most informed decision
- **Research potential** local collaborations
 - Local bourbon in Louisville
 - Christopher Elbow Chocolates in KC
 - Sugar Cream Pie from Pots & Pans Pie Co. in Indianapolis



Thank you!

