

Baskin-Robbins Unveils New Web Site at Baskinrobbins.com

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Enhanced Digital Neighborhood Encompasses Ice Cream Company's Overall Brand Transformation

Baskin-Robbins, the world's largest chain of ice cream specialty shops, today launched its newly enhanced Web site at www.baskinrobbins.com. The Web site transforms America's favorite neighborhood ice cream shop with an immersive and interactive online experience for ice cream lovers.

The new Baskin-Robbins Web site is enhanced with engaging elements which bring ice cream lovers of all ages into the world of frozen treats. Consumers can learn how the ice cream icon infused pop culture and trends into its flavors throughout the years while also discovering its newest fun and innovative treats. The entire Web site was restructured to be more user-friendly and to coincide with the brand's evolving and modernized look. The site was created by Baskin-Robbins interactive agency of record, Studiocom.

The following is a taste of some new features at www.baskinrobbins.com:

Flavor Navigator: This informative section provides an interactive description and colorful views of Baskin-Robbins' current ice cream flavors.

Interactive Brand Timeline: The 62-year-old ice cream brand has had many cool milestones throughout the years. The Interactive Brand Timeline provides visitors with an opportunity to travel through time to see how Baskin-Robbins became a true American icon.

The Deep Freeze: There are more than 1,000 flavors in the Baskin-Robbins flavor library, with some now retired to the Deep Freeze where they are permanently preserved. Consumers can find their favorite retired flavor in this section and in 2008 will have the opportunity to petition to bring it back to stores.

Online Gift Store: Give the gift of ice cream with Baskin-Robbins gift certificates. Available in \$2 increments, the certificates are now available for purchase online and are valid for any Baskin-Robbins purchase at participating locations nationwide.

Join the Team: Baskin-Robbins crew members are local community members who are in touch with their "ice cream side." The new Web site provides "day in the life" testimonials from the crew members and information on how to become part of the special scooping team.

Baskin-Robbins Franchising: Passionate and dedicated franchisees are the key components to Baskin-Robbins success, and the brand is actively looking to grow the family. The site now offers an easier to use online application, the ability to sign up to attend a franchising seminar or webinar, and more enhanced information on becoming a franchisee.

"Consumers have an emotional connection with Baskin-Robbins, a connection that was built on ice cream and fun beginning more than 60 years ago," said Scott Colwell, Baskin-Robbins vice president of marketing. "Now the connection can be experienced at the new [baskinrobbins.com](http://www.baskinrobbins.com). Ice cream lovers can interact with the brand in a new way and experience the vibrant history and product offerings in our digital neighborhood."

Other features of the Web site include an enhanced Birthday Club section which provides members with free ice cream on their birthday and special offers throughout the year. The Baskin-Robbins MapQuest(R) store locator has been improved and is easier to use. Additionally, an updated version of Baskin-Robbins popular interactive game, "Office Invaders" is now available at www.baskinrobbins.com. The game launched in March 2006 and has been played by more than two million consumers.

"The Web site we created is a fun extension of Baskin-Robbins. It allows consumers to interact with the brand by learning about its history, exploring new flavors, and reminiscing about old favorites," said Juan Pablo Gnecco, Studiocom founder and chief executive officer. "We are pleased to be working with such a great brand and are excited about the launch of the new site."

The transformation of the Baskin-Robbins brand began in 2006 with the redesign of Baskin-Robbins stores. The contemporary design combines the original ice cream experience consumers have loved for 62 years with a new logo, vibrant interior, and exterior design, and innovative atmosphere. Baskin-Robbins new store concept is designed to provide consumers with a fun experience filled with uplifting moments and adventures in taste. Studiocom has been working with Baskin-Robbins since 2006 and spearheaded the current site redesign with the brand team.

Baskin-Robbins

Baskin-Robbins, the world's largest chain of ice cream specialty shops, creates and markets innovative, high-quality ice cream, specialty frozen desserts and beverages in more than 5,800 retail shops around the globe. Baskin-Robbins was founded by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies.

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