



MERCELY'S[®]

ICE CREAM

BRAND AUDIT

A SCOOP INTO OUR BRAND.

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Real
Ingredients.
Real
Joy.

MERCELY'S[®]
ICE CREAM



MERCELY'S BRAND

OVERVIEW



Brand overview

Mercely's Ice Cream is a premium Kerala-based ice cream brand founded by **Joseph M. Kadambukattil**. Known for using **fresh milk, real fruits, and natural ingredients**, it combines great taste with wellness through prebiotic and probiotic ice creams. With a wide range of products, Mercely's has grown beyond Kerala and is recognized for its quality, innovation, and customer trust.





Mission

Mercely's mission is to craft the finest, artisanal ice cream that brings joy and satisfaction to customers. They **combine traditional methods with modern technology** to create products that celebrate flavor while serving as an enriching dietary experience.

Vision

Mercely's vision is to **"grow beyond boundaries"** and touch every soul by redefining the ice cream experience. They aim to do this by remaining steadfastly transparent in their processes, spreading health and happiness, and establishing themselves as a global leader in nutritional, gut-friendly desserts.



UNIQUE
SELLING POINTS
(USP)



Healthy Indulgence You Can Trust

- Focuses on **health, quality, and great taste** in all its brand communication.
- Uses **natural fruit extracts** and carefully selected ingredients to create a premium ice cream experience.
- Offers **Probiotic** and **Prebiotic** ice cream variants, setting the brand apart from many competitors.
- Encourages customers to enjoy ice cream as a healthier choice without compromising on taste.
- Builds customer trust by consistently highlighting its commitment to quality and natural ingredients.
- Positions itself as a brand that combines **wellness, innovation, and indulgence**.





PRODUCTS



Tubs

- Strawberry
- Blueberry
- Vanilla
- Chocolate
- Fig & Honey
- Coffee
- Jackfruit
- Pista
- Kesar badam
- Kiwi
- Pineapple
- Kulfi
- Passionfruit
- Sitaphal
- Butterscotch
- Chickoo
- Alphonso
- Mango
- Spanish delight
- Tender coconut
- Black current



Bars

- Milk Pista Bar
- Strawberry Fruitbar
- Mango Fruitbar
- Choco Bar
- Pineapple Fruitbar
- Mango Bar



Cones

- Chocolate
- Fruit fill Strawberry
- Fruit fill Pineapple
- Vanilla
- Fruit fill kiwi
- Butterscotch
- Pineapple Blueberry
- Passion fruit
- Strawberry
- Kiwi

PRODUCTS



Premium Bars

- Dark Chocolate with Butterscotch
- Sorbet Alphonso Mango
- Strawberry with White Chocolate



Combos

- Vanilla - Mango
- Vanilla - Strawberry



Frozen Fruit

- Raspberry
- Blueberry
- Black current
- Cranberry
- Sweet cherry
- Sour cherry
- Red current
- Alphonso mango
- Pulp



Dairy products

- Table butter
- Cooking butter

SWOT



STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS



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- Unique health-focused ice cream positioning
- Made with natural ingredients
- Strong premium brand image
- Engaging brand story and identity

- Growing demand for healthier treats
- Expansion into new markets
- New product variants (low-sugar, high-protein, etc.)
- Growth through e-commerce and quick commerce

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W

- Limited appeal to mainstream buyers
- Premium pricing
- Lower awareness outside core markets
- Functional benefits require consumer trust

- Strong competition from established brands
- Similar health-focused products from rivals
- Rising ingredient and supply costs
- Consumer skepticism about health claims

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Competitor Online Presence

- Competes with leading brands like **Amul, Lazza Ice Creams, Arun Icecreams, and Naturals Ice Cream.**
- Competitors have a strong presence across **websites, social media, and food delivery platforms.**
- Maintains an official website showcasing **products, flavours, and brand story.**
- Active Instagram presence with regular product, promotional, and engagement content.
- Uses LinkedIn to highlight its unique prebiotic & probiotic positioning.
- Expanding reach through online food delivery platforms and multiple cities.
- Digital presence is growing steadily but remains smaller than major competitors.
- **Key strengths:** Health-focused branding, active social media, and expanding online availability.







11K followers



39.3K followers

746 posts



3.16K subscribers

60 videos



11K followers



Content Audit

May 19 - June 21

Date	Platform	Content Type	Content	Likes
May 19	Instagram	Poster	Yoga Day	27
May 20	Instagram	Carousel	World Cup	50
May 26	Instagram	Carousel	Countries and Flavours	42
May 29	Instagram	Poster	Obsession Movie Theme	102
June 1	Instagram	Carousel	Back To School	25
June 1	Instagram	Poster	Ice cream Cone Flavours	63
June 3	Instagram	Poster	Ice cream Flavours	39
June 17	Instagram	Carousel	Tub Flavours	120
June 20	Instagram	Poster	Cities and Ice Cream Flavours	37
June 21	Instagram	Poster	Ice cream Ingredients	26



Social Media Content Calender

Date	Product/Theme	Content Type	Content Type
July 07	Choclate Flavour	World Chocolate Day	Carousal
July 08	Vanilla - Strawberry	General	Poster
July 09	Vanilla - Chocolate	General	Poster
July 10	Fig & Honey	General	Poster
July 11	Pista	General	Poster
July 12	Jackfruit	General	Poster
July 13	Kesar Badam Pista	General	Poster
July 14	Kiwi	General	Poster
July 15	Kulfi	General	Poster
July 16	Passion Fruit	General	Poster
July 17	Butterscotch	World Emoji Day	Carousal
July 18	Chikoo	General	Poster
July 19	Alphonso Mango	General	Poster
July 20	Spanish Delight	General	Poster
July 21	Black Current	National Ice Cream Day	Carousal



Recommendation

Area	Recommended improvement
Brand positioning	Strengthen the distinction between Mercely's health-focused products and conventional ice creams.
Social media	Increase the use of Reels, engaging carousels, customer stories and interactive content.
Content strategy	Balance product promotions with educational, entertaining and customer-focused content.
Brand awareness	Improve local visibility through location-based campaigns, collaborations and customer-generated content.
Website and e-commerce	Improve product discovery and make online purchasing options easier to find.
Performance measurement	Track reach, engagement rate, profile visits, website clicks and conversions, rather than relying only on likes and followers.

Thank You!

