SOLDING THE IDEA (CONT'D):
Public Relations Subteam:
Our entire group planned and hosted a No-Bake Eggstravaganza P.R. event. It was a recipe contest for raw cookie dough, which highlights the benefits of a pasteurized egg:
NO salmonella or food poisoning risk!
We had 10 contestants compete for a Grand Prize of a Nintendo Wii here at our IIT campus.
Contestants whipped up all kinds of delicious cookie doughs. From mint to peanut butter to the perennial favorite, chocolate chip.

OUR RECOMMENDATIONS (CONT'D):
• Further buzz marketing techniques should be used and we’d like to see an egg community online.
• We highly suggest using cross promotions with other products that use raw eggs such as Caesar salad dressing.
• We also strongly encourage have specialty stores like Whole Foods sell Davidson’s Safest Choice Eggs because the consumers that shop there are already willing and expecting to spend more.
• Reach out to new markets like body builders, the health industry, safe moms, and recipe enthusiasts.
• Build relations with culinary schools, fitness centers, public health departments, not for profit organizations, and the health industry.

OUR RECOMMENDATIONS:
• With the success of our P.R. event, we’d like to recommend that our client have more events on a larger scale. Also with more planning, there can be more media coverage.
• Further testing of the new shelving markers should be conducted in supermarkets to gauge their effectiveness.

SPECIAL THANKS To:
• Our Client and Sponsor: National Pasteurized Eggs
• IPRO Program and IIT
• Our Faculty Advisors: Prof. Braband and Prof. Mueller
• Current and Previous IPRO 336 Teams
• Participants and Judges of our No-Bake Eggstravaganza Event

TEAM MEMBERS:
• DORCAS BOYKIN
• RACHEL CHOITZ
• FRANCESCO FANIZZA
• NATALIE GRABOWSKI
• CARLISSA JACKSON
• ROBERT LARUE
• EDUARDO MORALES
• KATHERINE RHEE
• ANTHONY SCATCHELL
• ELI SCHIFF
• JORDAN SHERER
• BRIAN SKLENA

FACULTY ADVISORS:
• JIM BRABAND
• SUZANNE MUELLER