IPRO 336: Marketing Strategy for Pasteurized Eggs

The SAFETY EGGSPERTS

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● Professor Braband ● Professor Mueller
Previous Semester

Focus Groups

National Survey
500 qualified

Website Improvements

Nature’s perfect food made perfectly safe.
Team Structure

Team Leader: Jordan Sherer

Project Manager: Eddie Morales

Faculty Advisor: Prof. Mueller

Faculty Advisor: Prof. Braband

Our Team
Team Values

Respect

Effort

Curiosity

Communication

Creativity
Goals & Objectives

- Research Egg Industry
- Develop Marketing Strategies
- Deliver Message of Safety & Value
Phase One Activities

Phase 1
- Ethnographic Research
- Competitor Analysis
- Defining the Product
- Survey Analysis

Phase 2
- Public Relations
- Branding
- Buzz Marketing
Phase One: Survey Analysis

Likely Buyer Demographics
- Caucasian
- Female
- Ages 31-65

Lifestyle Preferences
- Some College
- Supermarket Shoppers
- Health Conscious
Phase One: Survey Analysis

Education Methods of New Food Products

- Consumer Reports
- Buy & Try
- Word of Mouth
- Internet Search
- Product Website
Phase One: Defining the Product

Nature's perfect food made perfectly safe.

Salmonella
Phase One: Defining the Product

Parallel Cases

Super.
That's how milk makes you feel. The calcium helps bones grow strong,
so even if you're not from Krypton™ you can have bones of steel.
got milk?

Hillshire Farm
Since 1934
GO MEAT!

BEEF
IT'S WHAT'S FOR DINNER

👍👍👎
Phase One: Competitor Analysis
Phase One: Ethnographic Research
Phase Two Activities

Phase 1
- Ethnographic Research
- Competitor Analysis
- Defining the Product
- Survey Analysis

Phase 2
- Public Relations
- Branding
- Buzz Marketing
Phase Two: Branding
Phase Two: Branding

A. Pasteurized

B. Safest Choice

C. Safest Choice

Shelving Marker Preference

- A
- B
- C
Phase Two: Buzz Marketing

Social Media Marketing

The Anatomy of Buzz
Emmanuel Rosen

Buzz Marketing Agency

BzzAgent™
Phase Two: Buzz Marketing

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.
Phase Two: Public Relations

No Bake Eggstravaganza
Phase Two: Public Relations
Phase Two: Public Relations

Winner: Jennifer Keplinger!

Judges
Challenges

- Pressure for Results
- Convince Others Pasteurization is Important
- Many Ethical Issues
Ethics

- Proper Online Conduct
- Honesty in Reporting Data
- Honest Claims
Recommendations

- Host Larger Scale P.R. Event
- Test New Shelving Markers
- Try more Buzz Marketing
Recommendations

- Use Cross Promotions
- Try Specialty Stores
- Capture New Markets
- Build Marketing Relationships
Conclusions

- Provided Client Extensive Research
- Recommended Cost Effective Alternative Marketing Strategies
- Opened Communication Channels with Consumers on Internet
Acknowledgements

The IPRO Program
National Pasteurized Eggs

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Illinois Institute of Technology

Participants & Judges of the No Bake Eggstravaganza

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Questions?