National Pasteurized Eggs
Increasing Consumer Awareness
Branding a Commodity
Creating “Buzz”
Improving Current Marketing Strategy of Davidson’s Safest Choice Eggs
Team Leader: Jordan Sherer

Project Manager: Eddie Morales

Advisors: Professor Braband, Professor Mueller

Phase One: Research Sub Teams
Phase Two: Marketing Sub Teams
Survey Analysis:
- SPSS data analysis of survey from last semester

Defining the Product:
- Value Proposition
- Research about Salmonella Outbreaks
- Parallel Case Analysis
- Visual/Taste Tests

Other Research:
- Ethnographic
- Competitor Analysis
- Consumer Research

Phase One: COMPLETED
Phase Two

Branding:
- Building Brand Identity
- Competitive Branding
- Packaging

Buzz Marketing:
- Research Effective Techniques
- Top Buzz Marketing Agencies

Public Relations Campaign:
- Conditional Advertising
- Prepare a Campaign for Client
Time Constraints for Research:

- Research segues into new tasks
- Set Time Frames & Deadlines

Transitioning from Last Semester:

- Review of Nuggets
- SPSS Analysis of Survey
- Client Visit

Identifying Customers:

- Social Media Analysis
- Google Alerts: Blogs
- Customer Database

Major Obstacles
Anticipated Challenges

Synthesis of Research:
- Sub-Team Final Reports
- Utilizing Technology

Time Constraints:
- Focus on Most Important
- Filter Out Unnecessary
- Communication

Conclusive Data:
- Knowing if Ideas Work
- Key to Unlock Puzzle
Proper Conduct Online

Honesty in Reporting Data

Honesty in Claims to Customers
Where do we go from here?
Try Them for Yourself!

DAVIDSON'S
SAFEST CHOICE
Pasteurized Shell Eggs

Recommend to a Friend
Questions?