2.1 PHASE TWO: 
PUBLIC RELATIONS

Public Relations Subteam
- Planned, organized and hosted a P.R. event
- Decided to have a raw cookie dough recipe contest called the No-Bake Eggstravaganza to highlight the benefits of a pasteurized egg
- Ten contestants competed for a Grand Prize of a Nintendo Wii here at our IIT campus
- Reached around 500 people at the event
- Event will serve as example to client how a contest can be used to improve public relations

A Nintendo Wii here at our IIT campus

2.2 PHASE TWO: 
BRANDING

Branding Subteam
- Designed new shelving markers to attract more attention and increase readability.
- Conducted a survey to evaluate the effectiveness of shelving markers
- Researched changing the packaging of the egg carton
- Created magnets, flyers & banner to promote the P.R. event and increase brand recognition

PHASE TWO:
PUBLIC RELATIONS

[Clockwise from top left] Contests mixing their cookie dough, our three judges, polished & delicious dough, Branding team conducting shelf marker preference survey

PUBLIC RELATIONS SUBTEAM MEMBERS HAVING FUN RUNNING THE EVENT

2.3 PHASE TWO: 
BUZZ MARKETING

Definition:
Buzz Marketing is an alternative form of marketing that utilizes word of mouth to create awareness rather than relying on traditional advertising methods (i.e. TV ads and billboards).

Buzz Marketing Subteam
- Researched buzz marketing and how to create buzz and implement its techniques
- Researched buzz marketing agencies
- Recommended BzzAgent to our client for its user-friendly site and experience with other commodity product campaigns
- Used social networking sites to gauge consumer interest on the internet.

PHASE TWO:
BRANDING

SHELF MARKER PREFERENCES

On the survey, respondents picked their favorite shelf marker from the ones pictured below. C was most popular and color was the greatest deciding factor.

Buzz Marketing

Buzz travels from person to person or hub to hub, to be successful, we targeted the hubs

BUZZ MARKETING SUBTEAM MEMBERS RUNNING THE EVENT

Egg carton with egg label

Promotional magnets feature a cookie dough theme

SHLF. MARKER PREFERENCE

PHASE TWO:
PUBLIC RELATIONS

WHAT'S NEXT? 
OUR RECOMMENDATIONS

- Host more events on a larger scale with more media coverage
- Test the new shelving markers in supermarkets to gauge their effectiveness
- Use buzz marketing techniques to create an egg community online

- Cross promote with other products that use raw eggs such as Caesar salad dressing
- Partner with Whole Foods to sell Davidson’s Safest Choice Eggs to reach consumers that are already willing to spend more for quality food products

- 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, and not-for-profit organizations

TEAM MEMBERS:
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SPECIAL THANKS TO:
- National Pasteurized Eggs
- IPRO Program and IIT
- Current and previous IPRO 336 teams
- Participants and judges of the No-Bake Eggstravaganza event

PUBLIC RELATIONS SUBTEAM MEMBERS HAVING FUN RUNNING THE EVENT

Jordan, President Anderson, and Francesco at the event dressed in Creative Egg and Bacteria costumes

Team members used social networking sites like Facebook and Twitter to create buzz about Davidson’s Eggs and observe how other users would respond

Team members used social networking sites like Facebook and Twitter to create buzz about Davidson’s Eggs and observe how other users would respond

Our Faculty Advisors, ProF. Braband & ProF. Mueller

Eggstravaganza Event

Participants and Judges of the No-Bake Eggstravaganza Event

Participants and Judges of the No-Bake Eggstravaganza Event