Corporate Sponsor: National Pasteurized Eggs Inc.
Faculty Advisors: Prof. Jim Braband, Prof. Suzanne Mueller
Student Members: Amir Rahnavard, Babajide Oke, Carissa Christensen, Constantin Kari, Elizabeth Kuebrich, Mark Chauhan, Meredith Stella, Minjeong Kwon, Monmayuri Ray, Yang Zhao

Marketing Pasteurized Shell Eggs
Background

Food Safety is becoming a top priority:

• Salmonella outbreaks
• Uncooked eggs can be source of salmonella, other harmful bacteria
• Consumers generally unaware of the risks
Problem

A huge disconnect between pasteurized eggs and consumer market.

- Patented pasteurization process for eggs exists
- Product sells well in food service industry
- Slow growth in retail market
Goal of the Project

Provide recommendations to NPE so that they can

• Successfully position Davidson’s Safest Choice Eggs

• Generate awareness in the retail segment of the egg market
Action Plan

Observation

Define Problem

Report to the Company

Break Into Subgroups

Secondary Research

Focus Groups

Surveys

Summarize Findings
Team Structure

Subgroups and Members

- Consumer Awareness/Psychology
  - Amir Mark
- Competitor Analysis
  - Monmayuri
- Display
  - Constantin
- Packaging/Labeling
  - Meredith Carissa
- Promotion
  - Babajide Minjeong
- Website Improvement
  - Elizabeth Yang

IPRO 336
Meredith
Methodology

• Conducted extensive secondary research on food safety and competitive analysis

• Conducted in-store interviews with both the customers and the store manager

• Conducted three focus groups and summarized findings
Methodology (Cont’d)

• Designed a survey for consumer insight about egg purchases

• Designed a survey for website improvement and collected responses
Findings

Hierarchy for Consumer Purchasing Influences

- Price
- Family Purchasing History
- Brand
- Claims (i.e., organic, cage free)
Major Focus Group Findings

• Most consumers aware of salmonella, less familiar with pasteurization
• However, egg safety not a major concern
• Would pay only minimal amount more
• Claims on carton not generally investigated or verified
• Most consumers unaware of product
• Incentives required for purchase
Findings (Cont’d)

Preferences for the design of the package and label:

- In general, cardboard cartons
- Limited writing
- No bright or bold colors
- Words other than “pasteurized”
- Recipes
Findings - Continued

Website Improvement

- Brand-name not prominent
- Confusing link headings and difficult navigation
- Lengthy paragraphs
Major Obstacles

- Finding free or economical resources for primary research
- Learning proper techniques for conducting focus groups
- Designing surveys using Survey Monkey and Question Pro
Major Obstacles (Cont’d)

• Finding useful secondary research

• Studying how to analyze data with SPSS

• Allocating time efficiently while conducting multiple tasks
Budget Control

• Opportunity presented itself mid-semester to do nationwide e-Rewards survey at reduced price

• Requested $500 from sponsor to help with this cost
Conclusion

- Gained a strong initial understanding of the target audience
- Developed preliminary suggestions for improving the current marketing plan
- Made significant progress in the area of primary research
Steps for Next Semester

• Analyze data from the surveys
• Design prototype marketing materials
• Test and revise designs based on consumer feedback
• Finalize a marketing plan for NPE Inc.
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Questions?