**results**

- Conducted extensive secondary research on food safety, the egg industry, and competitive analysis between brands
- Learned the proper techniques for administering focus groups, writing surveys, and analyzing data with SPSS analysis software
- Conducted three focus groups and summarized findings to gather preliminary information on the target consumer, their thoughts on the product, and the possible marketing techniques that would appeal to them
- Designed and implemented a nationwide survey for consumer insight about egg purchases based on the qualitative information gained from the focus groups and research
- Designed and implemented a survey for website improvement
- Conducted in-store personalized interviews and product education to see how retail sales would be affected at these specific locations
- Designed graphic prototype packaging options from the potential wording options found through the focus groups

**observational findings from focus groups**

- Most consumers had a general idea of what salmonella was but did not consider it a major concern unless雪山 experiencing an outbreak.
- Most consumers were not aware of a pasteurized egg product. After learning about its benefits, many considered the added safety as a nice but unnecessary feature.
- No prejudice to a specific egg variety unless family purchased history was present - PPM < 100% of individuals.
- The average focus group participants would only approach $1.00 more than store brand cost for a pasteurized egg.
- The participants said they would be more interested in the product if they saw commercials or received coupons as incentive to change their habits.
- The consumer does not usually read all of the stated claims on the package or investigate the claims after purchasing.

**future work**

- The team gained a strong preliminary understanding of the target market for pasteurized eggs.
- The team formed a few basic ideas for improvement in different areas of the current Davidson’s marketing plan.
- The team made huge progress in the area of primary market research through focus groups and surveys that will be analyzed by future IPRO groups and used to finalize a marketing strategy for Davidson’s Safest Choice Eggs.

- Future IPRO groups will need to:
  - Analyze the data from the surveys collected this semester
  - Use in-store trials to test ideas supported by the team’s market research
  - Create a Buzz marketing campaign to enhance consumer awareness

Next semester will need to focus on the design side of the project to finalize a marketing plan for National Pasteurized Eggs.

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