

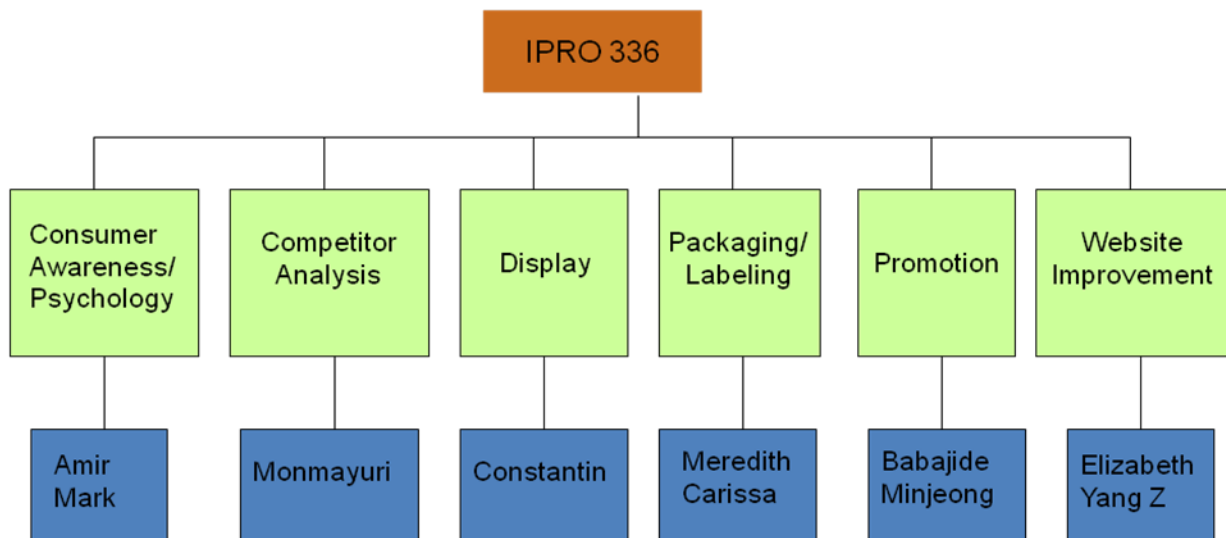
IPRO 336 - Building Consumer Awareness and Preference for Safe Foods: Creating and Testing a Marketing Strategy for Pasteurized Eggs

Objective

The goal of IPRO 336 is to aid National Pasteurized Eggs, Inc. in the increase of retail sales of Davidson's Safest Choice pasteurized shell eggs by researching and providing feedback for several areas of the company's current marketing strategy. One major area of research is the consumer awareness and psychology towards this product and what factors make a consumer want to buy it. This information, combined with in-store interviews and a detailed analysis of competitor brands, provides a basis for the design of a new package and label, in-store displays, and other promotional items. Other areas of improvement in the current marketing strategy include suggestions for the making the consumer section of safeeggs.com, the company's website, more user-friendly.

Basic Organization and Tasks

IPRO 336 divided into six subgroups, with one team leader presiding over all of the subgroups. Since each subgroup was only one or two members, no subgroup leaders were assigned..



Accomplishments

I PRO 336 began the semester by collecting secondary research on the egg industry as well as learning how to execute a proper focus group. IPRO 336 conducted three focus groups to gather preliminary information on the target consumer, their thoughts on the product, and the possible marketing techniques that would appeal to them. The focus groups also provided information for the potential wording and design of the package and label, of which several prototype designs were based off of. From this initial qualitative information, a survey was written to gain more quantitative information. The major points learned in the focus groups were identified and questions were carefully phrased to gain further insight into these initial findings on a large scale. This survey will be distributed nationwide and then analyzed by future IPRO groups. A second survey was also conducted to gain insight into consumer opinion of the product's website. This data was analyzed using the SPSS survey analysis program and suggestions were made for website improvement. . One subgroup also conducted personalized interviews and product

education in-store to see how retail sales would be affected at these specific locations. All of the information gathered will be handed off to the company as well as the continuing IPRO group.

Critical barriers and obstacles

The major obstacle this semester was the need to learn proper techniques to obtain the data we needed through focus groups and surveys. The group was inexperienced in these areas which led to an underestimation of the time needed for each task. The group also had difficulty finding useful secondary research to supplement our primary research. To stay within the budget, the surveys on website improvement were put on a free survey site; however, finding such a site that was also easy to use and suitable for the question formats desired was a challenge. For the second survey, determining the best way to distribute it to a broad audience was also difficult. Eventually, the group decided to use the e-Rewards survey site so that data could be collected nationwide.

Conclusion

IPRO 336 gained a strong preliminary understanding of the target audience of pasteurized eggs and a few basic ideas were formed for improvement in different areas of the current Davidson's marketing plan. Huge progress was made 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.

Next steps

Future IPRO groups will need to analyze the data from the surveys collected this semester. Once this data has been analyzed, preliminary designs, marketing suggestions, prototypes, or other techniques can be tested and revised based on consumer feedback. Next semester will need to focus on this design side of the project to finalize a marketing plan for National Pasteurized Eggs.

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