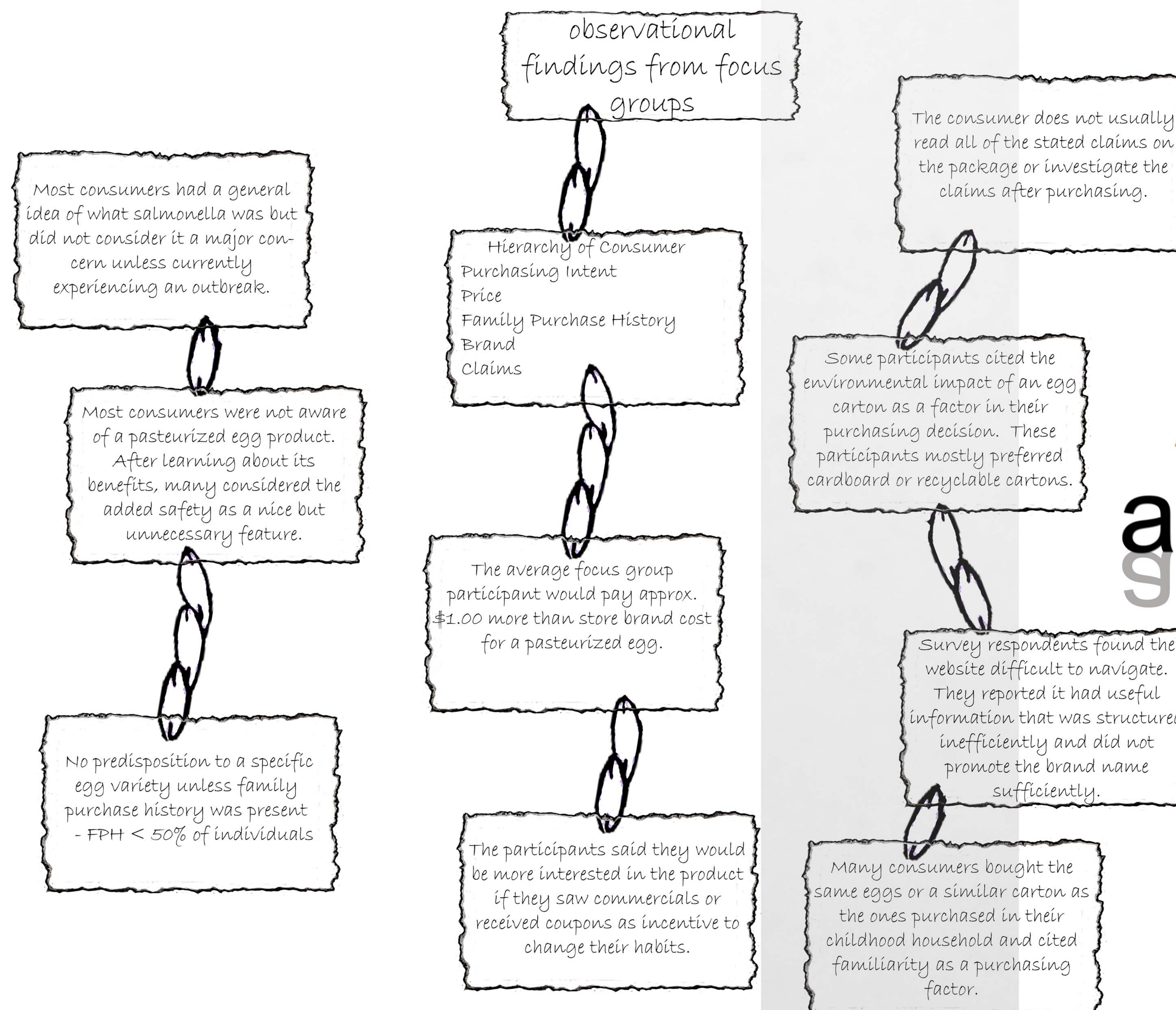


I P R O 3 3 6 M P S E Marketing asteurized hell eggs



results

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



conclusions

- o The team gained a strong preliminary understanding of the target market for pasteurized eggs.
- o The team formed a few basic ideas for improvement in different areas of the current Davidson's marketing plan.
- o 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 work

Future IPRO groups will need to:

- o Analyze the data from the surveys collected this semester
- o Use in-store trials to test ideas supported by the team's market research
- o 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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