

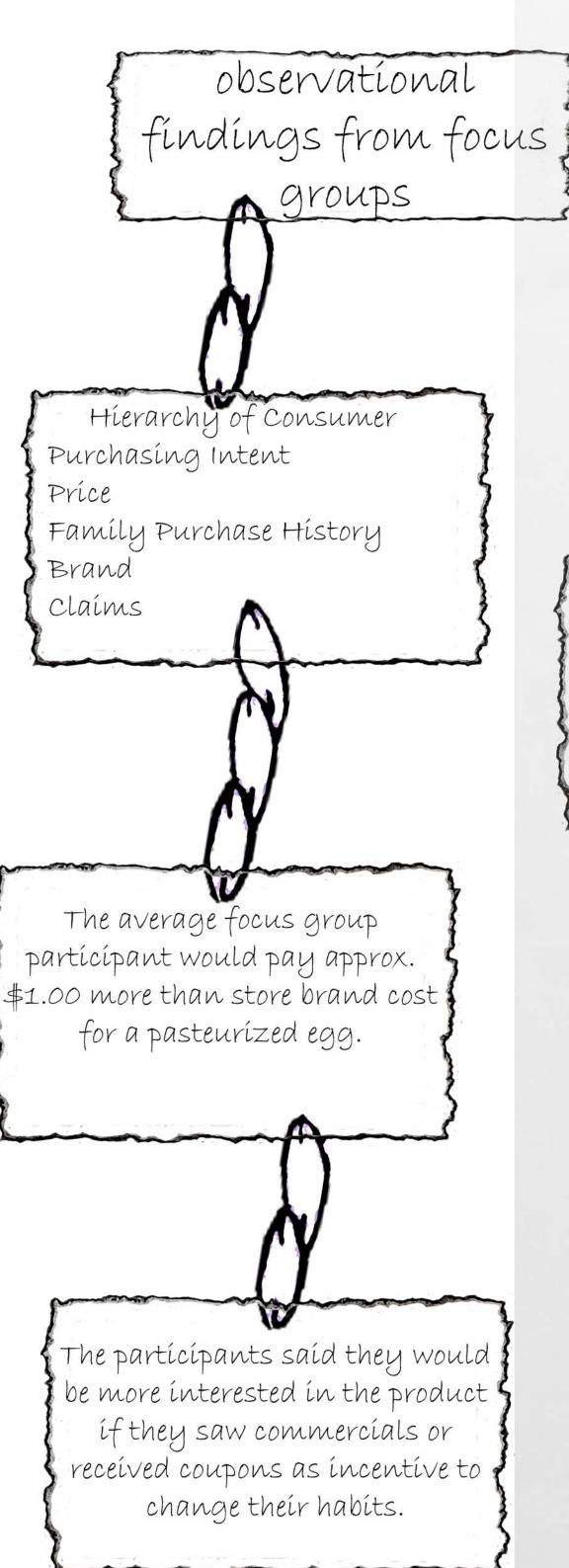
- o Conducted extensive secondary research on food safety, the egg industry, and competitive analysis between brands
- o Learned the proper techniques for administering focus groups, writing surveys, and analyzing data with SPSS analysis software
- o Conducted three focus groups and summarized findings 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

Most consumers had a general idea of what salmonella was but did not consider it a major concern unless currently 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 predisposition to a specific egg variety unless family purchase history was present - FPH < 50% of individuals



the package or investigate the claims after purchasing. Some participants cited the environmental impact of an egg carton as a factor in their purchasing decision. These participants mostly preferred cardboard or recyclable cartons. Survey respondents found the website difficult to navigate. They reported it had useful information that was structured inefficiently and did not promote the brand name sufficiently Many consumers bought the same eggs or a similar carton as the ones purchased in their childhood household and cited familiarity as a purchasing

The consumer does not usually

read all of the stated claims on

The team gained a strong preliminary understanding of the target market for pasteurized eggs.

conclusions

- 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.

acknowledgements

Special Thanks to:

- National Pasteurized Eggs
   Greg West, Beth Patrick, and Jay
   Berglind
- o All participants of our focus groups and surveys
- o IIT's Institutional Advancement for the use of their conference rooms
- o e-Rewards, Inc. survey company



OF TECHNOLOGY

Transforming Lives. Inventing the Future.