

WHAT'S THE PROBLEM?

The challenge that our team faced was finding effective marketing strategies for our client, National Pasteurized Eggs (NPE), to increase awareness of their product, Davidson's Safest Choice Eggs.

However, since they are a smaller company, they don't have the resources of a large marketing initiative. NPE has a patent for creating the only in-shell pasteurized eggs.

Currently, they are well established in the food service industry but need help in the retail market.

SOLVING THE PROBLEM

1. Extensive research relating to the egg industry, consumers and ethnographic research
2. Learn to effectively deliver the message of safety and the value proposition of the product
3. Develop a marketing strategy to increase awareness utilizing alternative forms of marketing (i.e. Buzz, Viral, and Guerilla Marketing) as well as leveraging Public Relations

THE GAMEPLAN

Before we could leverage marketing strategies, we had to better understand our product and the egg industry.



We decided to split our project into two phases. The first phase would be to conduct research and we split into the following subteams:

Survey Analysis, Defining the Product, Competitor Research, Ethnographic Research, and Consumer Research.

Once we laid a good foundation, we moved on to the second phase of marketing. The marketing subteams are as follows: buzz marketing, branding, and public relations. Instead of having leaders for each small subteam, we opted for a project manager. He kept us on task and reminded us of deadlines.

HITTING THE BOOKS

Phase 1 Research and Analysis

Survey Analysis Subteam:

We worked to analyze the data from a national survey that was conducted by the previous semester's team. The survey results helped us understand the demographic of likely buyers and the buying behaviors and preferences of consumers.

Defining the Product Subteam:

This subteam clarified the value proposition of Davidson's Safest Choice Eggs. Their eggs are pasteurized, come from vegetarian-fed hens, and steroid-antibiotic-and-hormone free. Because they are pasteurized, they taste fresher and last longer. They also looked into salmonella. It causes 1.5 million illnesses and 500 deaths each year. Salmonella outbreaks create an economic burden of \$2.4 billion annually! Parallel case studies were also researched. We found other branded commodities used catchy slogans and appeal to health concerns to increase awareness of their product.

Competitor Research Subteam:

The competitors are Eggland's Best, Land O' Lakes, Egg Innovations, Phil's Fresh Eggs, and the generic store brand. These companies can afford to invest more in marketing campaigns. Many competitors have begun green initiatives in their packaging and have reached out to the food industry, even though they only sell to the retail end.

Ethnographic Research Subteam:

This subteam observed buying behaviors of consumers in the supermarkets. They also paid attention to the shelving layouts and realized that the shelving markers for Davidson's blended in and did not attract much attention.

Consumer Research Subteam:

This final subgroup interviewed loyal NPE customers to understand how they came to buying Davidson's Safest Choice Eggs. They also used social media analytics to initiate conversation with egg enthusiasts on blogs.

SELLING THE IDEA

Phase 2 Marketing

Buzz Marketing Subteam:

Buzz Marketing is an alternative form of marketing that utilizes word of mouth to create awareness rather than relying on traditional advertising methods (i.e. TV ads and billboards). It's more credible this way because it's coming from a reliable source, a friend or family member, rather than an impersonal advertisement.

We did research to become more knowledgeable about buzz marketing and to also teach others how to create buzz and implement its techniques.

By researching buzz marketing agencies, we can recommend to our client BzzAgent. It has a user-friendly site and the agency has experience with campaigns for branding commodity products. Our team also tried using social networking sites to gauge consumer response on the internet.



Branding Subteam:

Our branding team, using the research collected by the ethnographic team, worked to change the shelving markers (pictured below) in supermarkets to make them attract more attention and increase readability. They also looked into changing the packaging of the egg carton but our client recently changed their packaging from clear plastic to the pulp cardboard.



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