

SELLING THE IDEA (CONT'D):

Public Relations Subteam:

Our entire group planned and hosted a No-Bake Eggstravaganza P.R. event. It was a recipe contest for raw cookie dough, which highlights the benefits of a pasteurized egg:

NO salmonella or food poisoning risk!

We had 10 contestants compete for a Grand Prize of a Nintendo Wii here at our IIT campus.

Contestants whipped up all kinds of delicious cookie doughs. From mint to peanut butter to the perennial favorite, chocolate chip!



NO-BAKE EGG-Stravaganza

During the contest, our branding group surveyed people about their preferred shelving marker.



Mascots Pictured on Front Side

We attracted a lot of attention with our Davidson's Safest Choice Pasteurized Egg mascot accompanied by a salmonella/bacteria mascot. We believe we made contact with at least 500 people.

OUR RECOMMENDATIONS:

•With the success of our P.R. event, we'd like to recommend that our client have more events on a larger scale. Also with more planning, there can be more media coverage.



•Further testing of the new shelving markers should be conducted in supermarkets to gauge their effectiveness

Jewel-Osco

OUR RECOMMENDATIONS (CONT'D):

•Further buzz marketing techniques should be used and we'd like to see an egg community online

•We highly suggest using cross promotions with other products that use raw eggs such as Caesar salad dressing



•We also strongly encourage have specialty stores like Whole Foods sell Davidson's Safest Choice Eggs because the consumers that shop there are already willing and expecting to spend more



•Reach out to new markets like body builders, the health industry, safe moms, and recipe enthusiasts.

•Build relations with culinary schools, fitness centers, public health departments, not for profit organizations, and the health industry.

I PRO 336: THE SAFETY EGGSPTS MARKETING STRATEGY FOR PASTEURIZED EGGS THAT INFORMS CONSUMERS

SPRING 2009



Jordan, President Anderson & Francesco at the No-Bake Eggstravaganza

SPECIAL THANKS To:

- Our Client and Sponsor: National Pasteurized Eggs
- I PRO Program and IIT
- Our Faculty Advisors: Prof. Braband and Prof. Mueller
- Current and Previous I PRO 336 Teams
- Participants and Judges of our No-Bake Eggstravaganza Event



Kelly Laas, Beth Patrick & Dr. Robert Schleser

TEAM MEMBERS:

- DORCAS BOYKIN
- RACHEL CHOITZ
- FRANCESCO FANIZZA
- NATALIE GRABOWSKI
- CARLISSA JACKSON
- ROBERT LARUE
- EDUARDO MORALES
- KATHERINE RHEE
- ANTHONY SCATCHELL
- ELI SCHIFF
- JORDAN SHERER
- BRIAN SKLENA



FACULTY ADVISORS:

- JIM BRABAND
- SUZANNE MUELLER

GO TEAM!