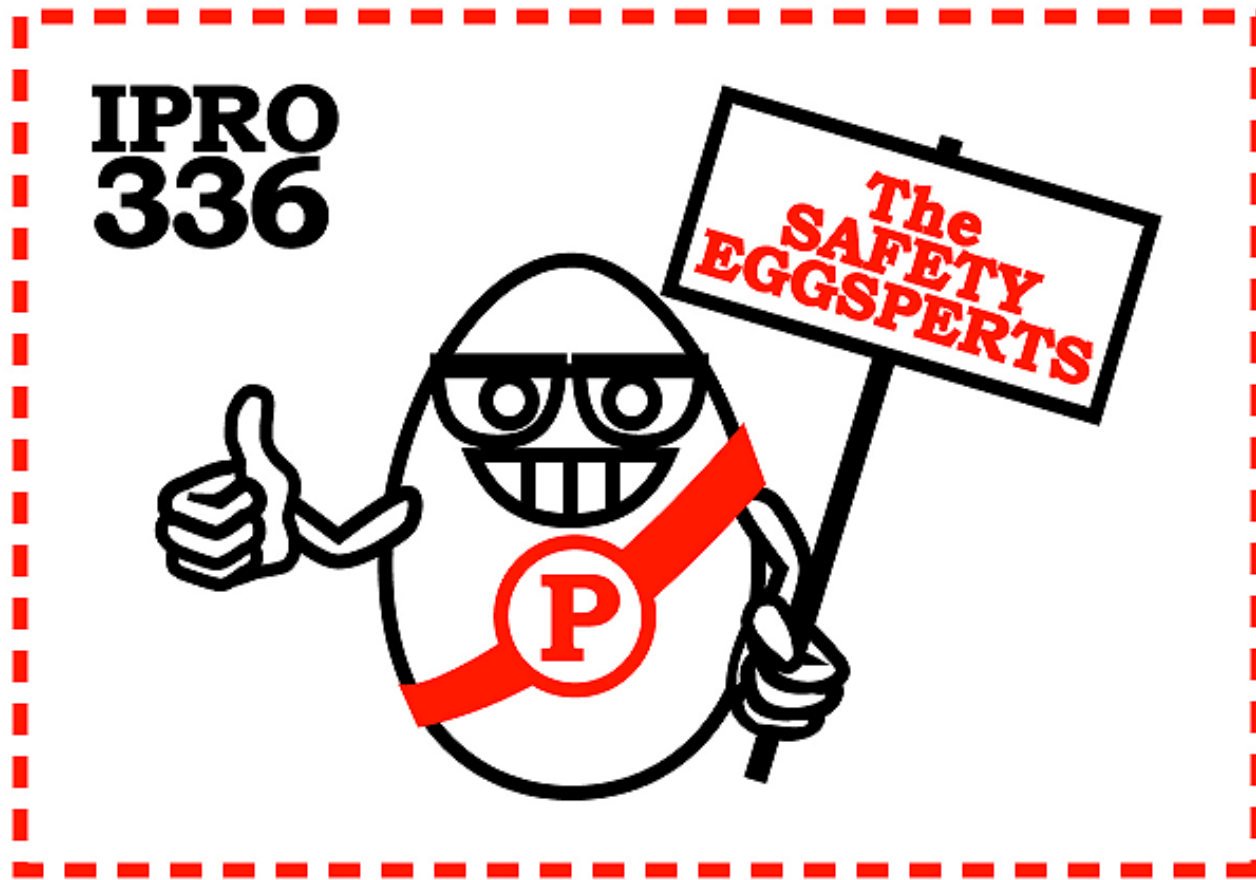


IPRO 336: Marketing Strategy for Pasteurized Eggs

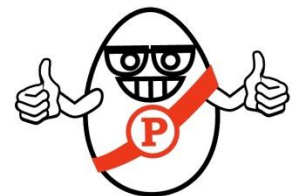


Dorcas Boykin ● Rachel Choitz ● Francesco Fanizza ● Natalie Grabowski
Carlissa Jackson ● Robert LaRue ● Eddie Morales ● Katherine Rhee
Anthony Scatchell ● Eli Schiff ● Jordan Sherer ● Brian Sklena
● Professor Braband ● Professor Mueller ●

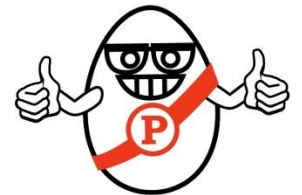
● Our Sponsor ●



www.safeeggs.com



● Our Sponsor ●



● Previous Semester ●

Focus Groups



National Survey

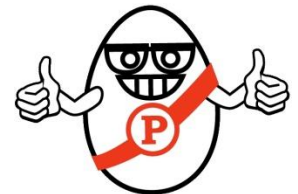
500 qualified



Website Improvements



Nature's perfect food made perfectly safe.



● Team Structure ●

Team Leader: Jordan Sherer

Project Manager: Eddie Morales

Our Team

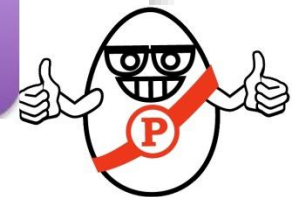
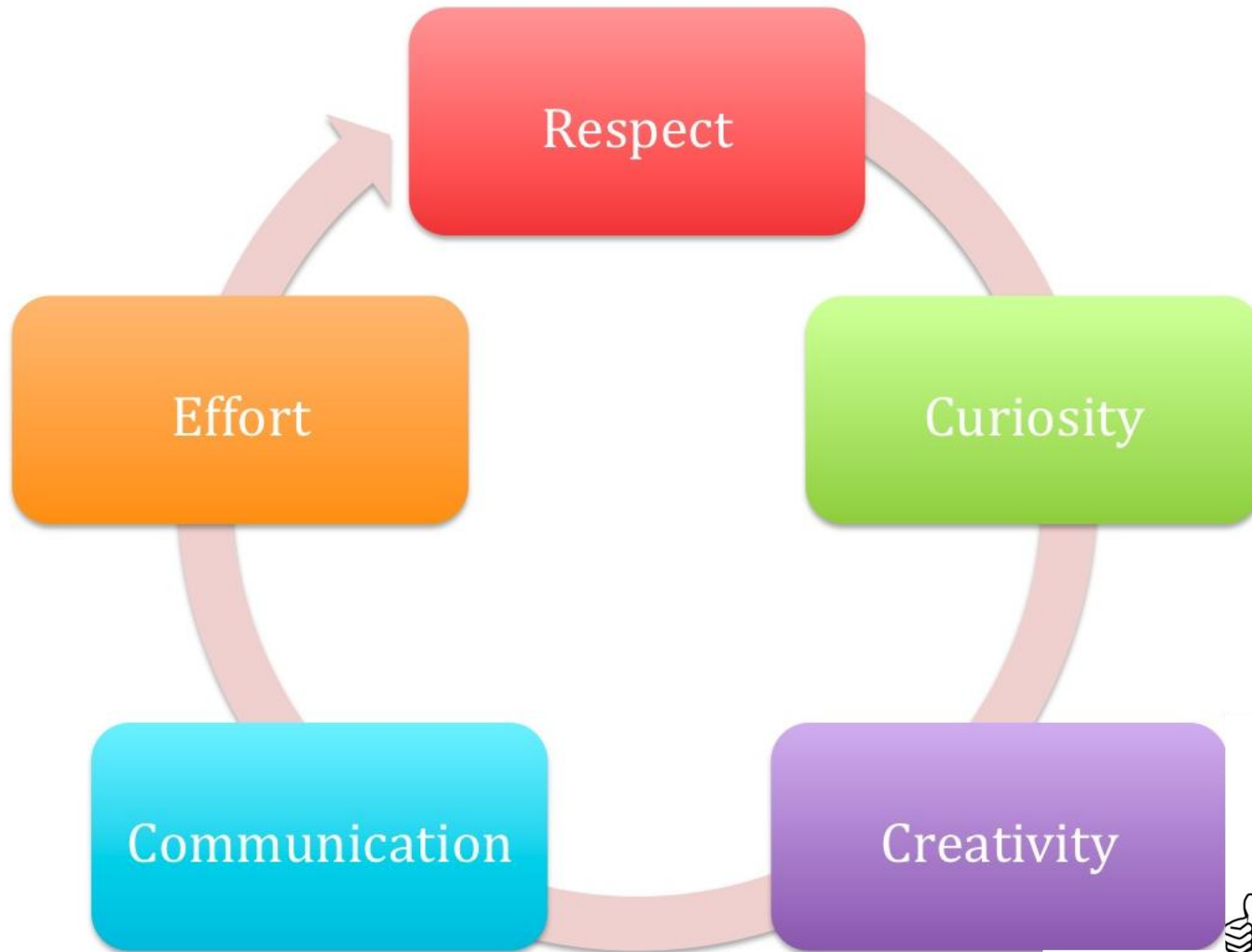


Faculty Advisor: Prof

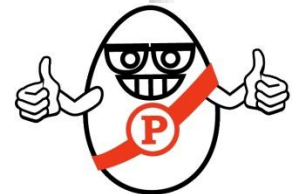
Advisor: Prof. Braband



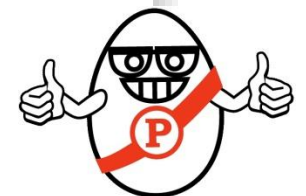
● Team Values ●



● Goals & Objectives ●



● Phase One Activities ●

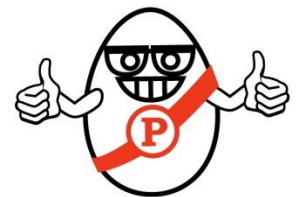


● Phase One: Survey Analysis ●



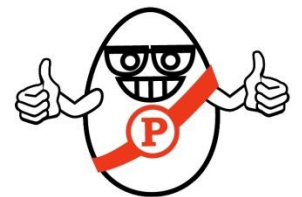
Lifestyle Preferencesographics

- ~~Samas College~~
- ~~Supermarket~~ Shoppers
- ~~Age 16-65~~ conscious



● Phase One: Survey Analysis ●

Education Methods of New Food Products

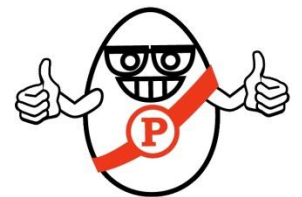


● Phase One: Defining the Product ●

Nature's perfect food made perfectly safe.

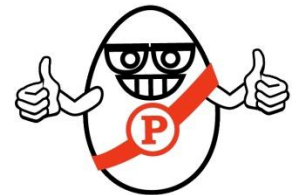
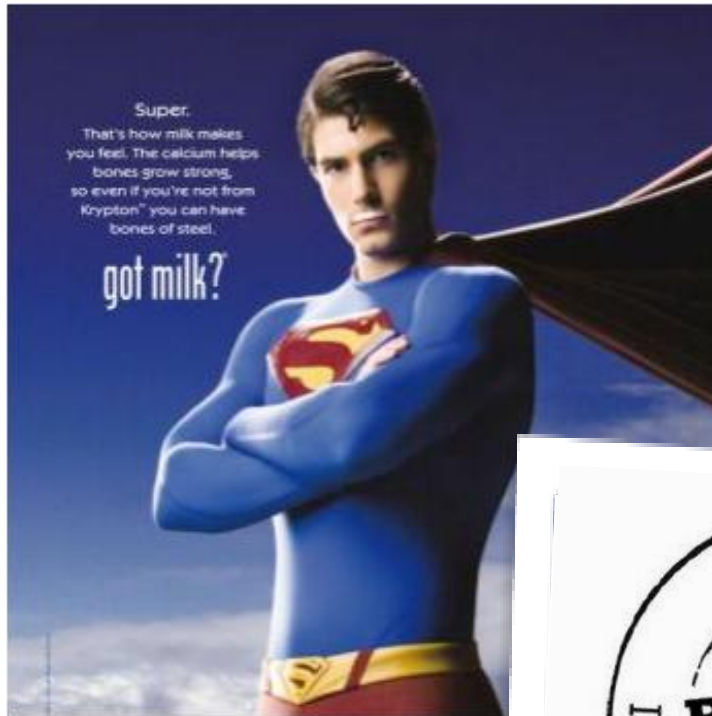


Salmonella

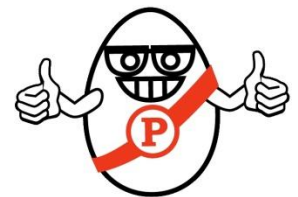


● Phase One: Defining the Product ●

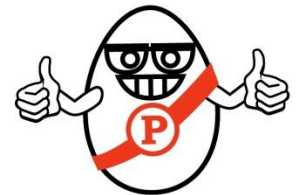
Parallel Cases



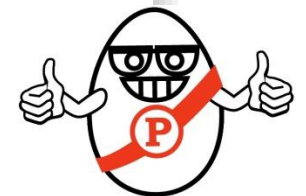
● Phase One: Competitor Analysis ●



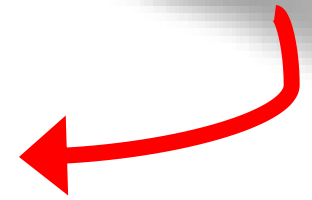
● Phase One: Ethnographic Research ●



● Phase Two Activities ●



● Phase Two: Branding ●



A

DAVIDSON'S SAFEST CHOICE **P** **PASTEURIZED** **P**

DAVIDSON'S SAFEST CHOICE **P** **PASTEURIZED** **P**

DAVIDSON'S SAFEST CHOICE **P** **PASTEURIZED** **P**

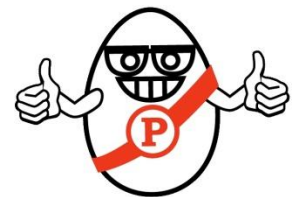
B

DAVIDSON'S SAFEST CHOICE **P** **SAFEST CHOICE** **P**

DAVIDSON'S SAFEST CHOICE **P** **SAFEST CHOICE** **P**

C

DAVIDSON'S SAFEST CHOICE **P** **SAFEST CHOICE**



● Phase Two: Branding ●

Shelving Marker Preference

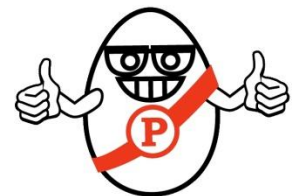
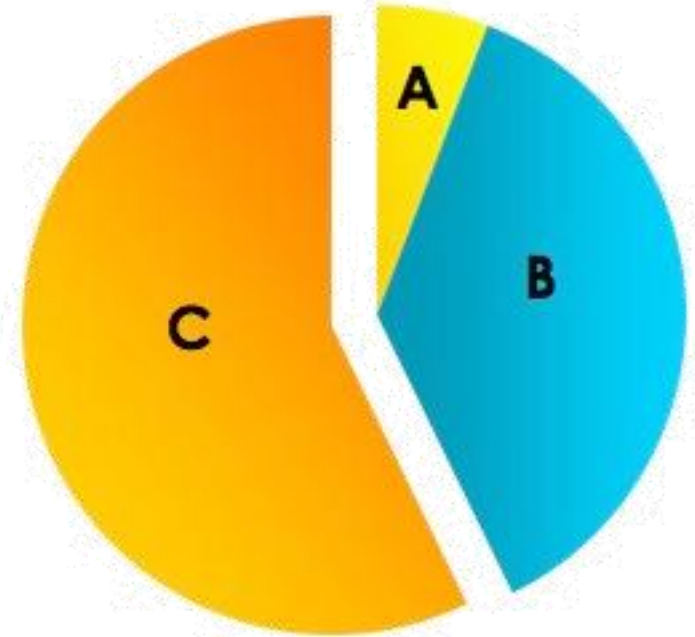
A



B

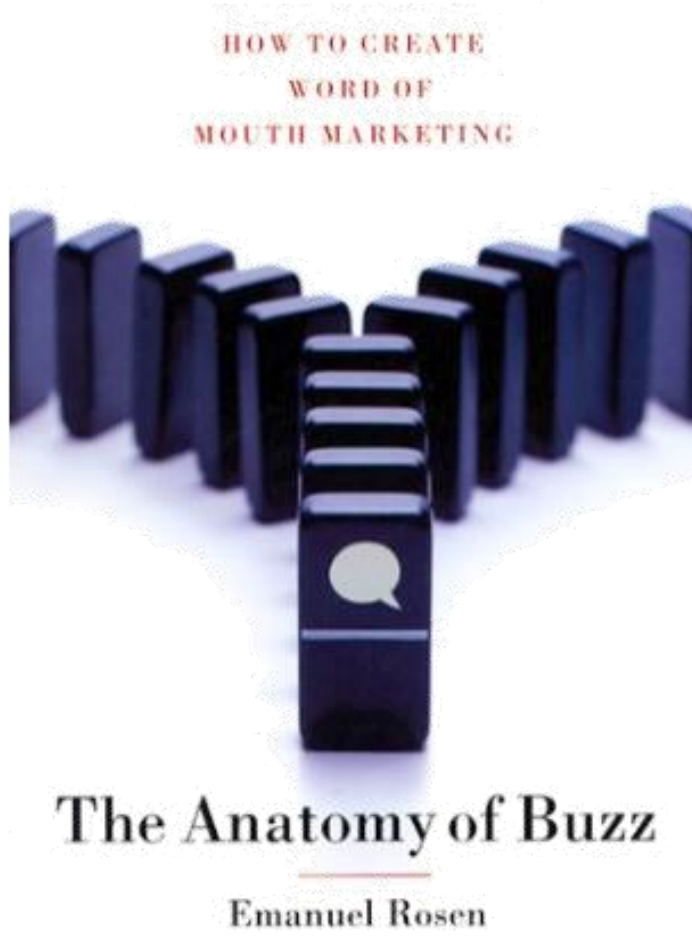


C

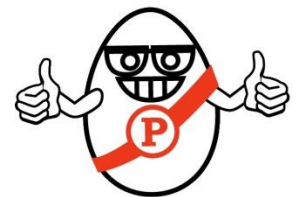


● Phase Two: Buzz Marketing ●

Social Media Marketing



Buzz Marketing Agency



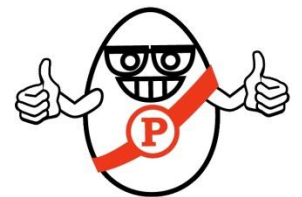
● Phase Two: Buzz Marketing ●



facebook

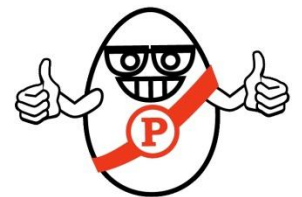


twitter

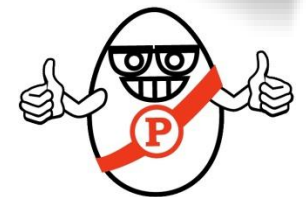


● Phase Two: Public Relations ●

No Bake Eggstravaganza



● Phase Two: Public Relations ●

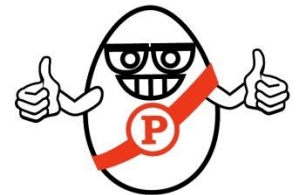


● Phase Two: Public Relations ●

Winner: Jennifer Keplinger!



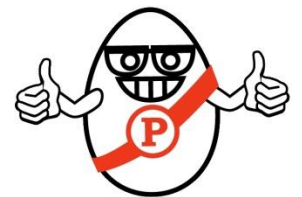
Judges



● Challenges ●



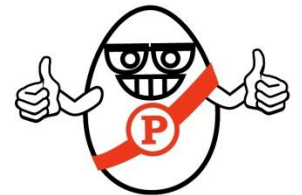
- Pressure for Results
- Convince Others
Pasteurization is
Important
- Many Ethical Issues



● Ethics ●



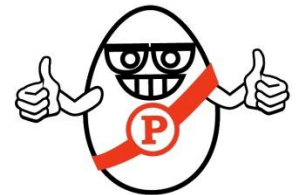
- Proper Online Conduct
- Honesty in Reporting Data
- Honest Claims



● Recommendations ●



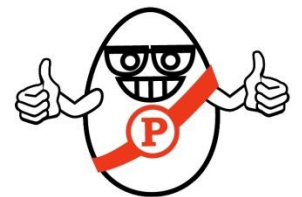
- Host Larger Scale P.R. Event
- Test New Shelving Markers
- Try more Buzz Marketing



● Recommendations ●



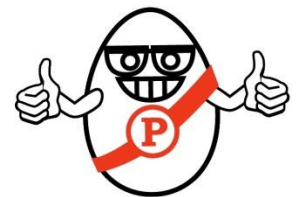
- Use Cross Promotions
- Try Specialty Stores
- Capture New Markets
- Build Marketing Relationships



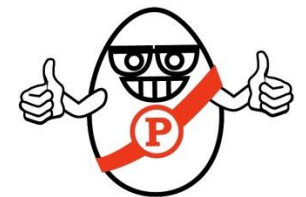
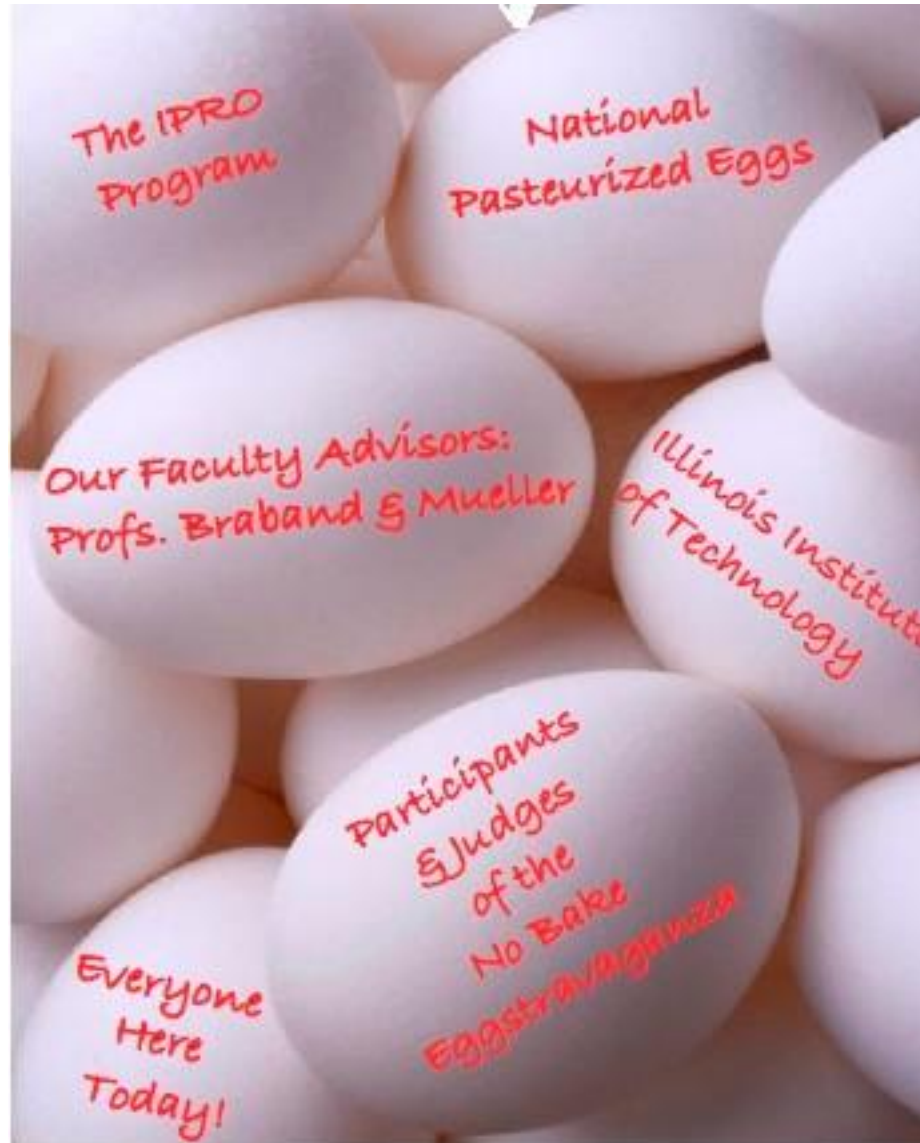
● Conclusions ●



- Provided Client Extensive Research
- Recommended Cost Effective Alternative Marketing Strategies
- Opened Communication Channels with Consumers on Internet



● Acknowledgements ●



● Try Them for Yourself! ●



www.safeeggs.com



● Recommend to a Friend ●

Questions?