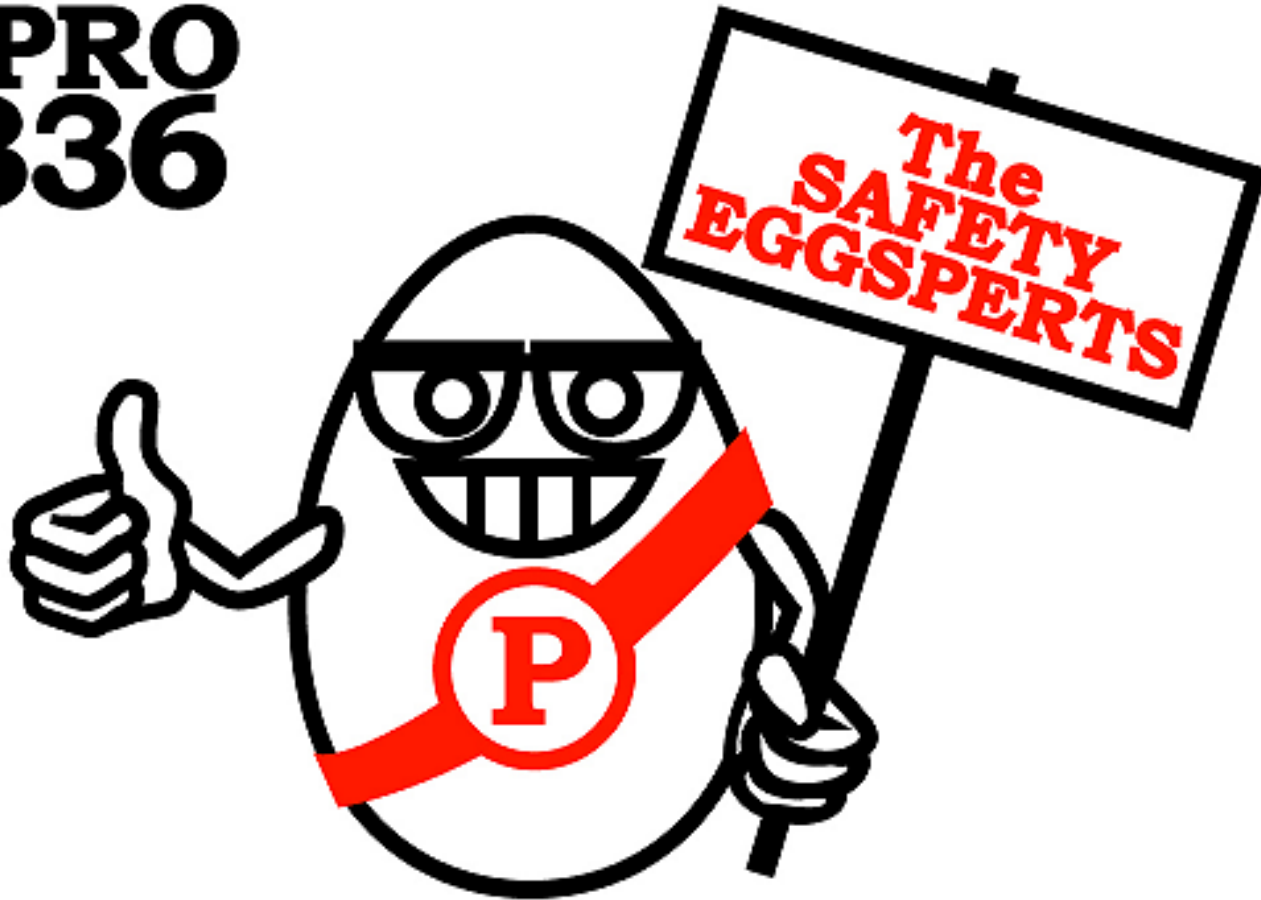


**IPRO  
336**



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 ●

# ● Problem ●

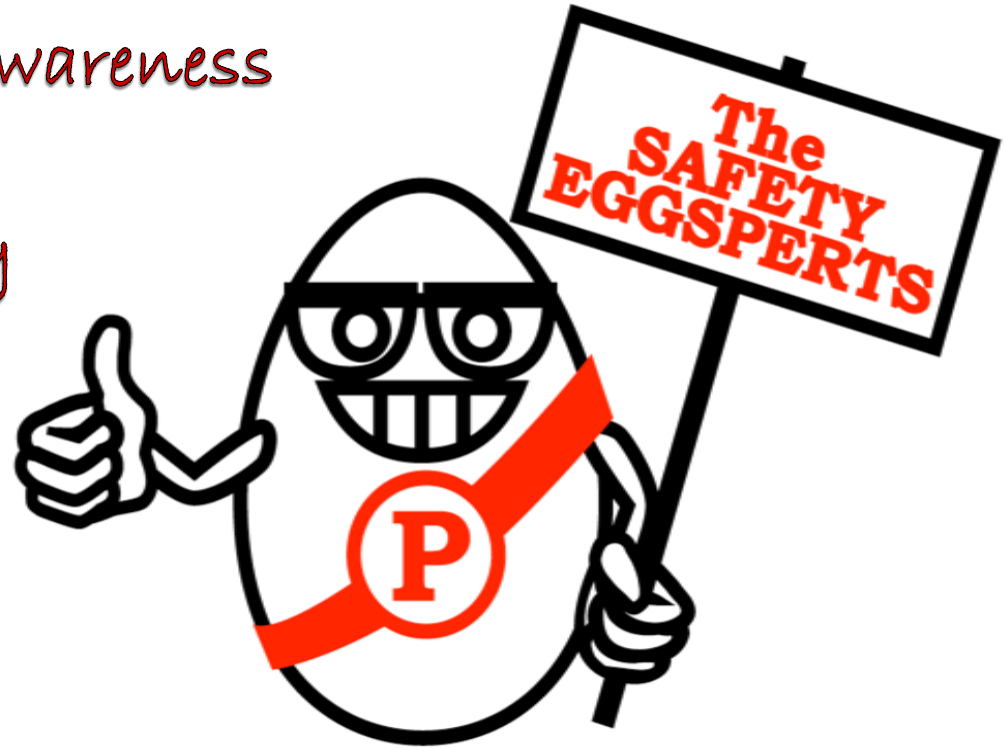
National Pasteurized Eggs

Increasing Consumer Awareness

Branding a Commodity

Creating "Buzz"

Improving Current  
Marketing Strategy of  
Davidson's Safest Choice Eggs



# ● Team Structure ●

Team Leader: Jordan Sherer

Project Manager:  
Eddie Morales



Advisors:  
Professor Braband  
Professor Mueller

Phase One:  
Research Sub Teams  
Phase Two:  
Marketing Sub Teams

# ● Phase One: COMPLETED ●

## Survey Analysis:

- Ⓟ SPSS data analysis of survey from last semester



## Other Research:

- Ⓟ Ethnographic
- Ⓟ Competitor Analysis
- Ⓟ Consumer Research

## Defining the Product:

- Ⓟ Value Proposition
- Ⓟ Research about Salmonella Outbreaks
- Ⓟ Parallel Case Analysis
- Ⓟ Visual/Taste Tests

# ● Phase Two ●

## Branding:

- Ⓟ Building Brand Identity
- Ⓟ Competitive Branding
- Ⓟ Packaging



## Buzz Marketing:

- Ⓟ Research Effective Techniques
- Ⓟ Top Buzz Marketing Agencies

## Public Relations Campaign:

- Ⓟ Conditional Advertising
- Ⓟ Prepare a Campaign for Client

# ● Major Obstacles ●

## *Transitioning from Last Semester:*

- Ⓟ Review of Nuggets
- Ⓟ SPSS Analysis of Survey
- Ⓟ Client Visit

## *Identifying Customers:*

- Ⓟ Social Media Analysis
- Ⓟ Google Alerts: Blogs
- Ⓟ Customer Database

## *Time Constraints for Research:*

- Ⓟ Research segues into new tasks
- Ⓟ Set Time Frames & Deadlines



# ● Anticipated Challenges ●



## *Synthesis of Research:*

- Ⓟ Sub-Team Final Reports
- Ⓟ Utilizing Technology

## *Time Constraints:*

- Ⓟ Focus on Most Important
- Ⓟ Filter Out Unnecessary
- Ⓟ Communication

## *Conclusive Data:*

- Ⓟ Knowing if Ideas Work
- Ⓟ Key to Unlock Puzzle

# ● Ethics ●

Proper Conduct Online

Honesty in Reporting Data

Honesty in Claims to Customers





Where do we go from here?

● Try Them for Yourself! ●



● Recommend to a Friend ●

QUESTIONS?