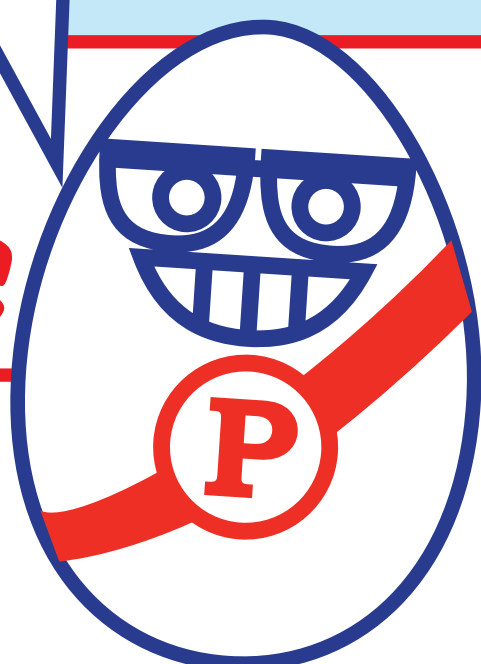


HERE COMES THE EXCITING PART WHERE WE IMPLEMENT WHAT WE LEARNED

## 2.1 PHASE TWO: PUBLIC RELATIONS



### Public Relations Subteam

- Planned, organized and hosted a P.R. event
- Decided to have a raw cookie dough recipe contest called the No-Bake Eggstravaganza to highlight the benefits of a pasteurized egg
- Ten contestants competed for a Grand Prize of a Nintendo Wii here at our IIT campus
- Reached around 500 people at the event
- Event will serve as example to client how a contest can be used to improve public relations



(Clockwise from top left) Contestants mixing their cookie dough, Our three judges, Finished & delicious dough, Branding team conducting shelf marker preference survey



Public relations subteam members having fun running the event



Jordan, President Anderson, and Francesco at the event dressed in creative Egg and Bacteria costumes

# IPRO 336: THE SAFETY EGGSPEARTS MARKETING STRATEGY FOR PASTEURIZED EGGS THAT INFORMS CONSUMERS

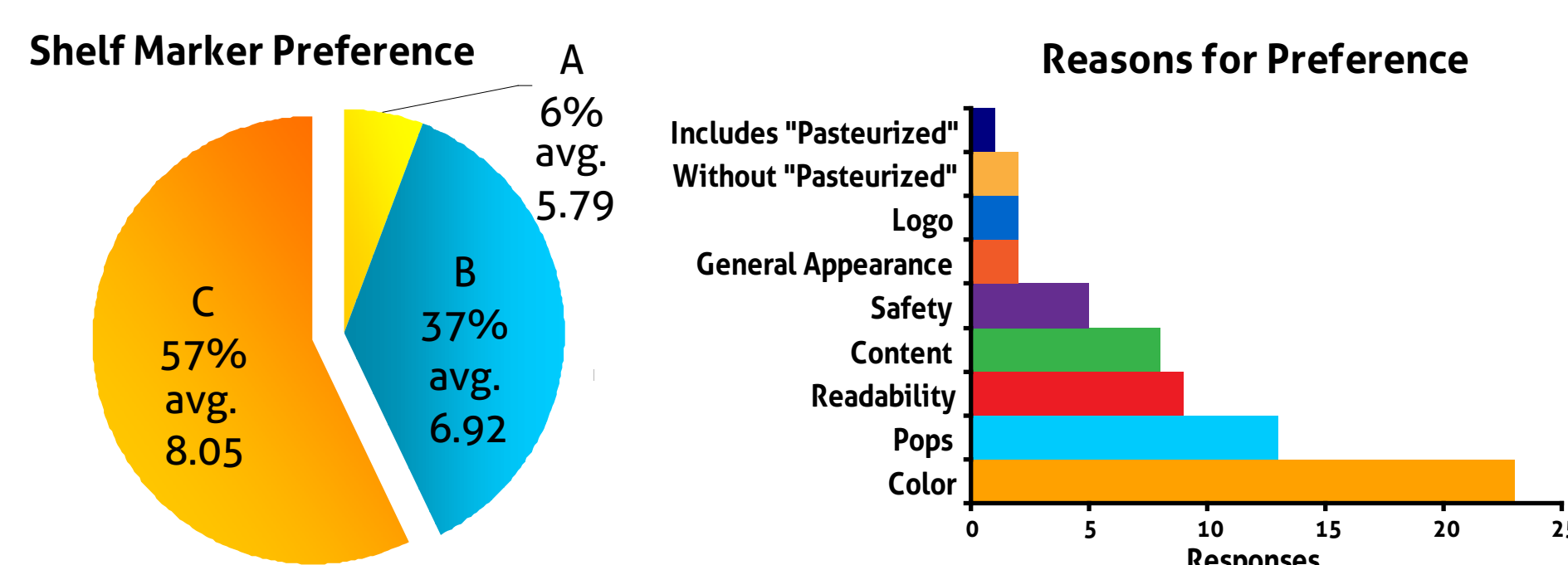
SEE THE OTHER POSTER FOR THE FIRST PHASE OF THE PROJECT

## 2.2 PHASE TWO: BRANDING



### Branding Subteam

- Designed new shelving markers to attract more attention and increase readability.
- Conducted a survey to evaluate the effectiveness of shelving markers
- Researched changing the packaging of the egg carton
- Created magnets, flyers & banner to promote P.R. event and increase brand recognition

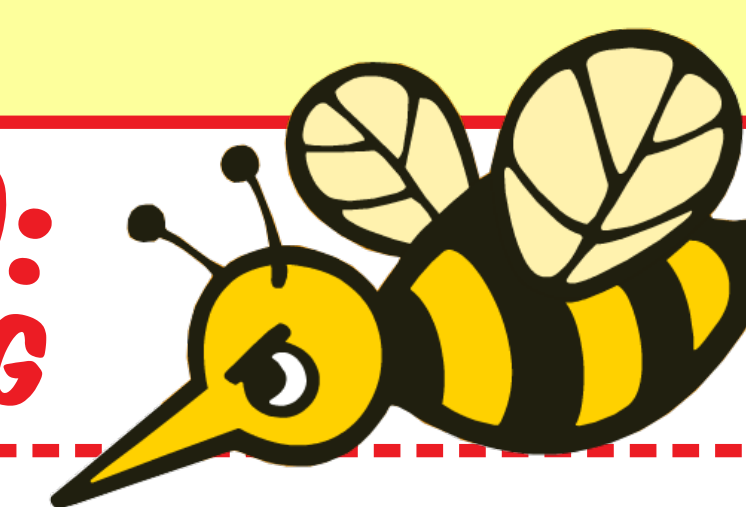


On the survey, respondents picked their favorite shelf marker from the ones pictured below, C was most popular and color was the greatest deciding factor



Promotional magnets featured a cookie dough theme

## 2.3 PHASE TWO: BUZZ MARKETING



### Definition:

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).

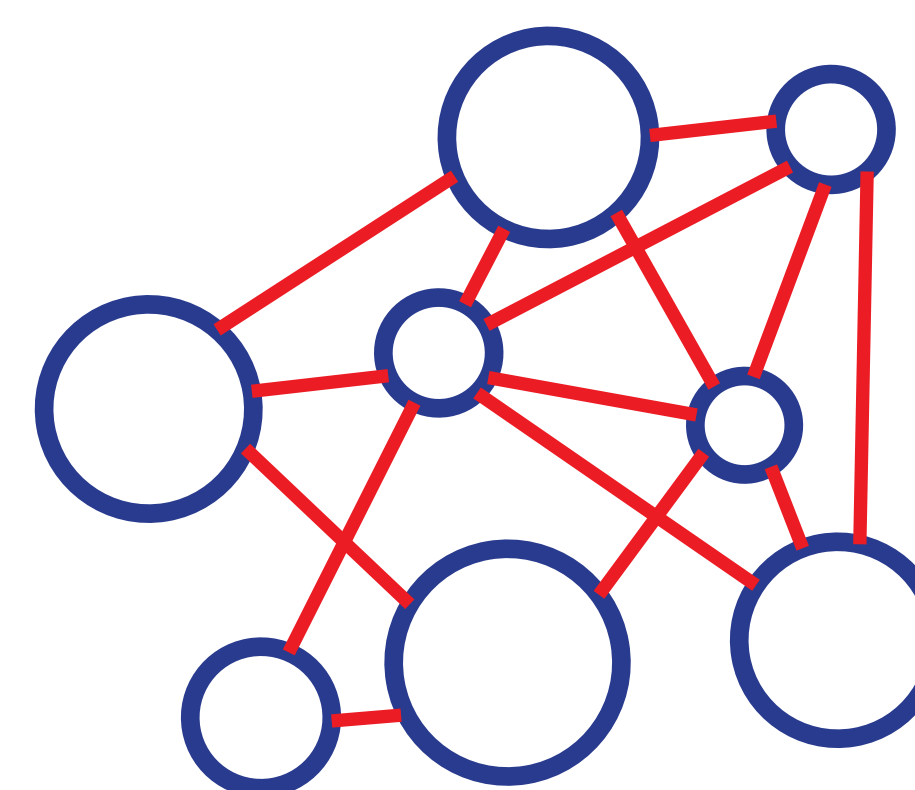
### Buzz Marketing Subteam

- Researched buzz marketing and how to create buzz and implement its techniques
- Researched buzz marketing agencies
- Recommended BzzAgent to our client for its user-friendly site and experience with other commodity product campaigns
- Used social networking sites to gauge consumer interest on the internet.

facebook

twitter

Team members used social networking sites like Facebook and Twitter to create buzz about Davidson's Eggs and observe how other users would respond



Buzz travels from person to person or hub to hub, to be successful, we targeted the hubs

IPRO It takes a team!  
INTERPROFESSIONAL PROJECTS PROGRAM

## WHAT'S NEXT? OUR RECOMMENDATIONS

- Host more events on a larger scale with more media coverage.
- Test the new shelving markers in supermarkets to gauge their effectiveness
- Use buzz marketing techniques to create an egg community online



- Cross promote with other products that use raw eggs such as Caesar salad dressing
- Partner with Whole Foods to sell Davidson's Safest Choice Eggs to reach consumers that are already willing to spend more for quality food products



- 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, and not-for-profit organizations

### TEAM MEMBERS:

**DORCAS BOYKIN** **EDUARDO MORALES**  
**RACHEL CHOITZ** **KATHERINE RHEE**  
**FRANCESCO FANIZZA** **ANTHONY SCATCHELL**  
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### FACULTY ADVISORS:

**JIM BRABAND**  
**SUZANNE MUELLER**

## SPECIAL THANKS TO:

- ★ OUR CLIENT AND SPONSOR, NATIONAL PASTEURIZED EGGS
- ★ IPRO PROGRAM AND IIT
- ★ OUR FACULTY ADVISORS, PROF. BRABAND & PROF. MUELLER
- ★ CURRENT AND PREVIOUS IPRO 336 TEAMS
- ★ PARTICIPANTS AND JUDGES OF THE NO-BAKE EGGSTRAVAGANZA EVENT