

# **I**PRO **336**: Marketing Strategy for Pasteurized Eggs to Create Informed Customers

The Safety Eggsperts

Project Plan: Spring 2009

Advisors: Jim Braband, Suzanne Mueller

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# Team Information

Our team, comprised of a number of intelligent students in diverse backgrounds, developed a team name, motto, and logo on the theme of “Safe Eggs”.

**Team Name:** The Safety Eggsperts

**Team Motto:** It’s all about the “P”

**Team Mascot / Logo:** A Safety Patrol Egg (See Image Below)



## Team Member Roster

Name	Major	Position
Dorcas Boykin	Biology 4 <sup>th</sup>	
Rachel Choitz	Biology 4 <sup>th</sup>	
Francesco Fanizza	Civil Engineering 3 <sup>rd</sup>	
Natalie Grabowski	Psychology 3 <sup>rd</sup>	
Carlissa Jackson	Psychology 4 <sup>th</sup>	
Robert LaRue	Mechanical Engineering 3 <sup>rd</sup>	
Eduardo Morales	Business 3 <sup>rd</sup>	
Katherine Rhee	Psychology & Business 2 <sup>nd</sup>	
Anthony Scatchell	BAAS 3 <sup>rd</sup>	
Eli Schiff	Business 4 <sup>th</sup>	
Jordan Sherer	Business 4 <sup>th</sup>	
Brian Sklena	Business 3 <sup>rd</sup>	

## Team Skills

Name	Strengths	Weaknesses	Expectations
Dorcas Boykin	-Reliable Perfectionist	-Too Serious -Perfectionist (Sometimes Overly)	-To learn a lot more about Business topics
Rachel Choitz	-Problem Solving -Creative -Artistic -Strong Writing Skills -Good with Powerpoint -Perfectionist	-Procrastinator -Busy Schedule -Perfectionist	-Team Building -Being #1 on IPRO day
Francesco Fanizza	-Teamwork -Effective -Hard-working	-Communication Skills -Researching	-To bring a different view to a marketing based project -To work hard to achieve goals set by the team
Natalie Grabowski	-Creative Edge -Good with People -Hard-working -Educated in SPSS -Experience in Business IPRO	-Busy Schedule -Can be hard to get a hold of sometimes	-Hope to help in the achievements of this Company -Learn and become acquainted with Pasteurizing Process
Carlissa Jackson	-SPSS Experience -Web Developing -Ethnographer Experience (Fieldwork)	-Lacking Marketing Skills	-Learn Marketing

Name	Strengths	Weaknesses	Expectations
Robert LaRue	<ul style="list-style-type: none"> <li>-Creative Thinking</li> <li>-Visualizing the Problem</li> <li>-Honesty in Work</li> <li>-Respect of Others</li> </ul>	<ul style="list-style-type: none"> <li>-Organization</li> <li>-Time Management</li> <li>-Formal Writing</li> </ul>	<ul style="list-style-type: none"> <li>-Grow in skills and competency</li> <li>-Learn new skills and develop habits that benefit teamwork</li> </ul>
Eduardo Morales	<ul style="list-style-type: none"> <li>-Presentation</li> <li>-Organization</li> <li>-Prompt</li> <li>-Hard-working</li> <li>-Team Player</li> </ul>	<ul style="list-style-type: none"> <li>-Writing (Business)</li> <li>-Have the “my idea is the best” effect</li> </ul>	<ul style="list-style-type: none"> <li>-Get more experience in Marketing</li> <li>-Real World Simulation of Group Project</li> <li>-Help with my own business</li> </ul>
Katherine Rhee	<ul style="list-style-type: none"> <li>-SPSS Experience</li> <li>-Marketing</li> <li>-Organization</li> <li>-Planning</li> <li>-Hard-working</li> <li>-Creativity</li> <li>-Writing</li> </ul>	<ul style="list-style-type: none"> <li>-Conflict or Confrontation</li> </ul>	<ul style="list-style-type: none"> <li>-Real world experience with Marketing</li> <li>-Team Building</li> <li>-Successful IPRO</li> <li>-Client Satisfaction</li> </ul>
Anthony Scatchell	<ul style="list-style-type: none"> <li>-Good with computers/technology (study business and computer science)</li> <li>-Can give presentations</li> <li>-Can think “outside the box” to implement unorthodox ideas</li> </ul>	<ul style="list-style-type: none"> <li>-Bored easily and lose motivation with old ideas</li> <li>-Can be forgetful and late often</li> <li>-Organized at beginning of idea implementation but very disorganized in long term</li> </ul>	<ul style="list-style-type: none"> <li>-Learn about/utilize buzz marketing and other alternative marketing techniques</li> <li>-Real world experience in marketing</li> <li>-Social interaction skills (interacting with group – organizing project together – meeting business professionals in the egg industry, etc.)</li> </ul>

Name	Strengths	Weaknesses	Expectations
Eli Schiff	<ul style="list-style-type: none"> <li>-Innovative</li> <li>-Analytical Thinking</li> <li>-Honesty</li> <li>-Identifying Possible Problems or Issues</li> </ul>	<ul style="list-style-type: none"> <li>-Frustrated with Unclear Goals</li> <li>-Can be untrusting if someone messes up early in the project</li> <li>-Busy Schedule this Semester</li> </ul>	<ul style="list-style-type: none"> <li>-Make real change for NPE</li> <li>-Gain an understanding of the customer</li> </ul>
Jordan Sherer	<ul style="list-style-type: none"> <li>-Planning</li> <li>-Ideas</li> <li>-Execution</li> <li>-Leading</li> <li>-Communication</li> <li>-Writing</li> <li>-Marketing</li> </ul>	<ul style="list-style-type: none"> <li>-Scheduling</li> </ul>	<ul style="list-style-type: none"> <li>-To succeed in IPRO</li> <li>-Come up with Great Ideas</li> <li>-Make the Client Happy</li> </ul>
Brian Sklena	<ul style="list-style-type: none"> <li>-Creativity</li> <li>-Communication</li> <li>-Writing</li> </ul>	<ul style="list-style-type: none"> <li>-Organization</li> <li>-Presentations</li> </ul>	<ul style="list-style-type: none"> <li>-Everyone in the group works hard and contributes</li> </ul>

## Team Purpose and Objectives

The purpose of The Safety Eggsperts' project is to research consumer egg buying behaviors, what causes these behaviors, and how these behaviors can be leveraged, with the help of buzz and other marketing tactics, to sell safe eggs.

The Safety Eggsperts will:

- Perform extensive research, such as market and competitor analysis, relating to the egg industry as a whole, as well as smaller segments.
- Perform consumer research to better understand the consumer purchasing decisions made in the grocery stores
- Discover how to effectively deliver messages of “safety” and value which pasteurized shells eggs exhibit.
- Develop a marketing strategy which will support the purchasing of pasteurized shell eggs, utilizing alternative forms of marketing such as Buzz, Viral, and Guerilla Marketing, as well as leveraging Public Relations (PR)



## Team Values

**Communication:** Communication will be critical to the success of our project. We will need to communicate effectively within sub-teams in order to effectively understand the roles of individuals, the goals of the sub-team, and the context of their sub-team to the entire project. Communication will be important during times of struggle of individual teammates. Without effective communications in these cases, we cannot work cohesively. Along with effective communication within sub-teams, the group will need to understand the progress of each sub-team. Our project manager will communicate expectations to sub-teams.

**Quality:** Our team will be dedicated to completing quality work for our client. The decisions and recommendations that come out of our group will have large real-world impacts for National Pasteurized Eggs. Our work will be of the highest quality in terms of content, grammar, and aesthetics. If our group members do not have the skills to produce something to the desired quality, we will make every attempt to learn the skill or to attract talent that would be interested in our project.

**Respect:** Our group must respect each other in order to work cohesively. If we do not create a culture of respect, group members may feel apprehensive to voice their opinions. Additionally, group members may be hesitant to seek out help if they do not feel respected. Overall, our team must recognize the success of others and empathize with others during failures. This sort of respect will motivate the team to complete their work for each other.

**Creativity:** In order to effectively complete our project, we will need to be creative. Although individuals of our team may not be creative in terms of coming up with radical ideas, our work should bring about new ideas that National Pasteurized Eggs may have never considered. The ideas and recommendations that come from our team may not be radically original, but should be original to NPE's situation and the egg market. Our ideas should arise from a combination of ideas within other industries and radical ideas. In order

to recommend potential ideas, we will need to back them up with research to justify changes.

**Curiosity:** To find the best solutions for National Pasteurized Eggs, our group will need to be curious in our research. Our group cannot take all of our observations at face value. We will need to seek out answers to difficult questions in order to understand why a potential idea could be a success or failure in the market place. If we find an opportunity to verify a hypothesis, we will pursue the opportunity to the best of our abilities. Our group will complete many different forms of research throughout the project.

**Effort and Dedication:** To complete the project to the desired quality, our group must be dedicated to the project. We will need to spend many hours in completing our tasks. We must be available outside of class so that we can meet with each other and understand the progress that we are making and what we should be doing next. Our team could lag if individuals lack effort, so we must keep each other accountable in our work.

**Ethics:** Ethics will be critical to our project. There are many ethical considerations in regards to marketing. We will need to understand the legality of the possible claims that we could make in advertisements and on packaging. Also, we must be honest to our customers and should not be overly manipulative in our messages. Along with creating ethical messages, we must be honest in the research we complete. We should divulge the entire truth of our findings to National Pasteurized Eggs, even if they may not want to hear it. Also, we must use reputable research methods that will yield valid results and will not be manipulative of test subjects.

# Background Information

## Our Sponsor

National Pasteurized Eggs, Inc. is a privately owned manufacturer of pasteurized shell eggs. While pasteurization of liquid egg product is a common practice in the food industry, the pasteurization of shell eggs is far different. By using a patented process, National Pasteurized Eggs, Inc. (NPE) is one of very few egg manufacturers which sell pasteurized shell eggs. These eggs have a 5 log reduction of Salmonella and other bacteria which can lead to significant health problems in humans.

NPE markets its eggs under the Davidson's Safest Choice® brand, claiming "Nature's Perfect Food Perfectly Safe!". While these eggs are superior to competing products in safety, NPE is failing to understand the consumer marketplace. Based on company history, NPE wishes to proceed with caution in the retail market by utilizing low-cost methods for marketing its eggs and improving awareness within consumers.

## Our IPRO

This is currently the second semester of running IPRO 336 with National Pasteurized Eggs. The previous IPRO team accomplished many of their goals, including a large market research survey of egg consumers. While this survey was completed during their term, analysis of the data and recommendations were not provided to the sponsor. Our team looks forward to following through with the analysis and providing NPE with excellent recommendations on the discoveries we find.

# Methodology

The main problem facing our team this semester is conceptualizing the value proposition of the Davidson's Safest Choice brand. We also face the challenge of improving the product and finding ways to create a larger "buzz market" to improve sales. This IPRO seeks to increase the retail sales of Davidson's pasteurized eggs by researching then improving the current marketing strategy of the company and increasing consumer awareness of the pasteurization process and product.

In order to accomplish the problems set forth, our IPRO group began analyzing the current marketing tactics employed by Davidson's Safest Choice Eggs and identified areas in need of improvement. Six sub-groups were then formed consisting of one to two members working on an area requiring growth and improvement. The following are the six sub-groups: Survey and Research, Defining the Product, General Research, Brand Identity, Public Relations, and Buzz Market Team. The team met with the President and Retail Marketing Coordinator of Davidson's Safest Choice Eggs in order to better understand the company's goals and what has already been accomplished in the way of a new marketing strategy. Each sub-group then identified all of the tasks that needed to be accomplished in order to reach their goals as well as the main objective of the IPRO.

Each sub-group will be doing research that will aid in their own design/analysis phase. However, we recognized that many of the sub-groups would need the same information regarding the consumer and his/her buying. During the research phase, the sub-groups will be working closely together conducting secondary research on marketing strategies as well as analyzing primary research done in the previous semester in the form of a survey. Furthermore we hope to enhance our understanding of the consumer's knowledge of the pasteurization process and the variety of eggs on the market by not only visiting the company, but also looking closely at survey results. The research will also aid in comprehending the consumer's buying intentions when purchasing eggs and finding out what images, words, or colors may attract a buyer not initially in the market for pasteurized

eggs. Research will also be done on current marketing strategies of competitor egg brands. After research is complete, we will be working on creating a Buzz Market in which we can get word out about Davidson's Safest Choice Eggs as well as working together with Public Relations Companies to get word out to the public about our product.

After analyzing the survey, we will collect the data and step into the next sections: General Research, Public Relations, Brand Identity, and Buzz Marketing. We will begin to analyze the results from the surveys as a group then again split up and use the information to accomplish the goals of the sub-groups. The Brand Identity sub-group will be responsible for comparing Davidson's eggs to competitor egg brands and using the research to brainstorm possible instruments for growth and improvement. The Public Relations sub-group will determine methods to educate the average shopper on the pasteurization process and Davidson's brand as well as get word out to a variety of areas that may be potential selling spots and creating a campaign. The Buzz Marketing sub-group will find the best ways to market the eggs in-store and work with the Brand Identity sub-group in the research to make an initial prototype design for a package and label.

After the possible marketing strategies and tactics of each sub-group are identified, the viability of each option would be considered and discussed with the whole IPRO. After narrowing down the options, each sub-group would put concrete execution plans together and testing carried out on our target buyers. An evaluation of each of the techniques tested would be performed for quality analysis. All results of research and testing will be documented by the sub-groups and uploaded to igroups.com website. Each sub-group has a designated file folder so that any team member may easily find the results of a sub-group's research or testing.

Once we reach the final phase, the entire group will be informed of the strategies, techniques, and prototype designs of each sub-group as well as the results of initial testing. They will be evaluated by the IPRO group as a whole and will take into account the comments of both the President and Retail Marketing Coordinator of Davidson's Safest Choice Eggs. The group will evaluate the product and analyze the result together.

Research can be grouped together with many of the subgroups because the two will go back and forth until we feel we have reached the full potential of our new marketing strategy. Each group will repeat testing and designing so that the final product of each sub-group effectively accomplishes the original objectives set forth.

Each sub-group will be held responsible for completing a section of the final report and other deliverables for IPRO day. A rough draft of the report will be discussed in class prior to submittal and all posters and other deliverables will be reviewed and approved by the IPRO team. Sub-groups will also display their final design or marketing strategy in some form during IPRO day.

# Expected Results

The Safety Eggsperts expects to deliver tremendous value to National Pasteurized Eggs, Inc. in the following forms:

- We will complete an knowledge base of information about egg consumers, their behaviors, their purchasing decisions, and other criteria in the egg purchasing process.
- We will develop a unique value proposition for the pasteurized eggs based on information gathered in our research.
- We will develop a alternative marketing strategy for NPE, targeting numerous consumer segments. This marketing strategy will focus on unique, low-cost marketing tactics.
- We will provide an example marketing activity which NPE can immediately utilize to help develop their “Marketing Arsenal”.

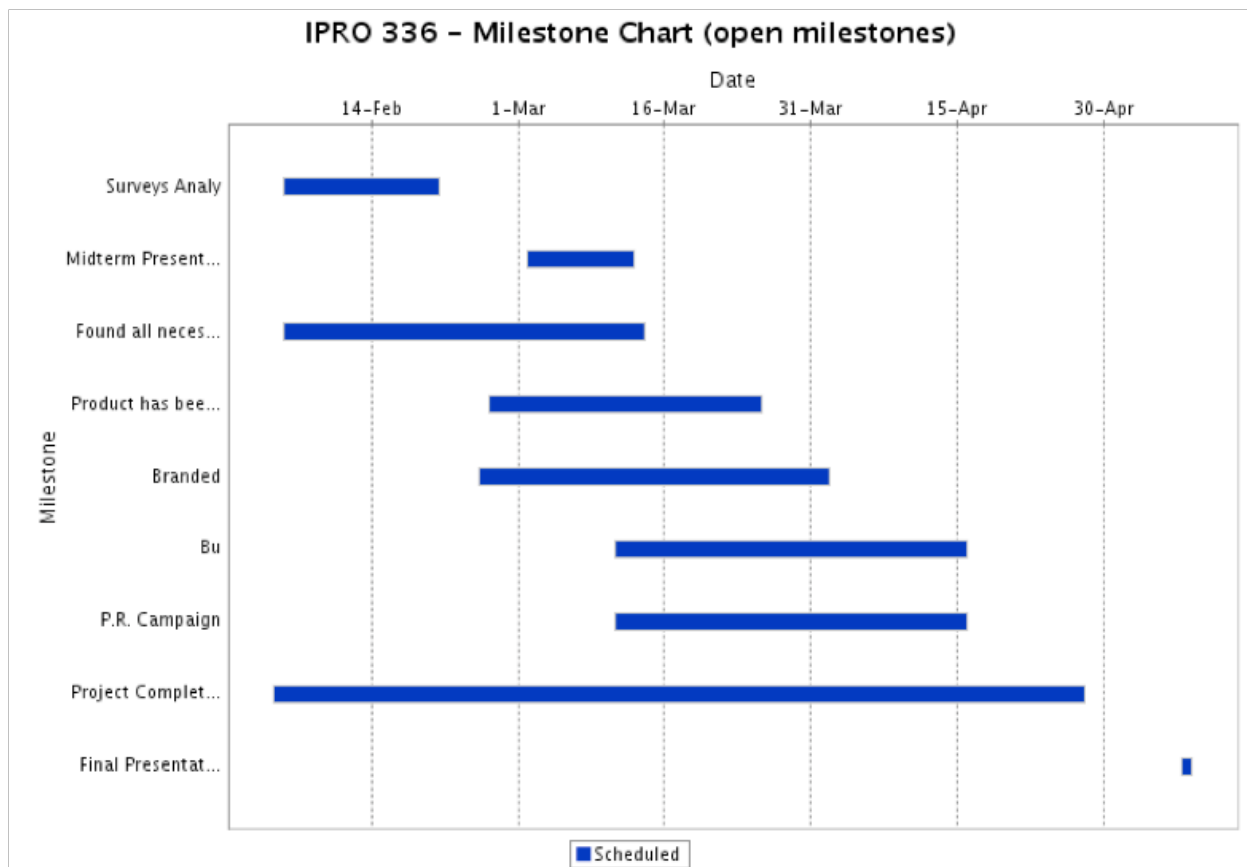
# Project Budget

Item	Purpose	Unit Price	QTY	Price
Travel Expense (Gas)	Gas reimbursement for travel to stores and to NPE offices	\$0.60	100	\$60
Focus Group Materials	Incentives for attending focus groups such as food, raffle rewards, etc	\$150	5	\$600
Black and White Paper Copies	Surveys, questionnaires, and fliers	\$0.10	300	\$30
Color Copies	Prototype label designs, color fliers	\$1.70	100	\$170
Gift Cards	Incentives for filling out surveys	\$25	6	\$150
Video Creation	Renting camera and other video recording materials	\$180	1	\$180
<b>TOTAL</b>				<b>\$1,190</b>

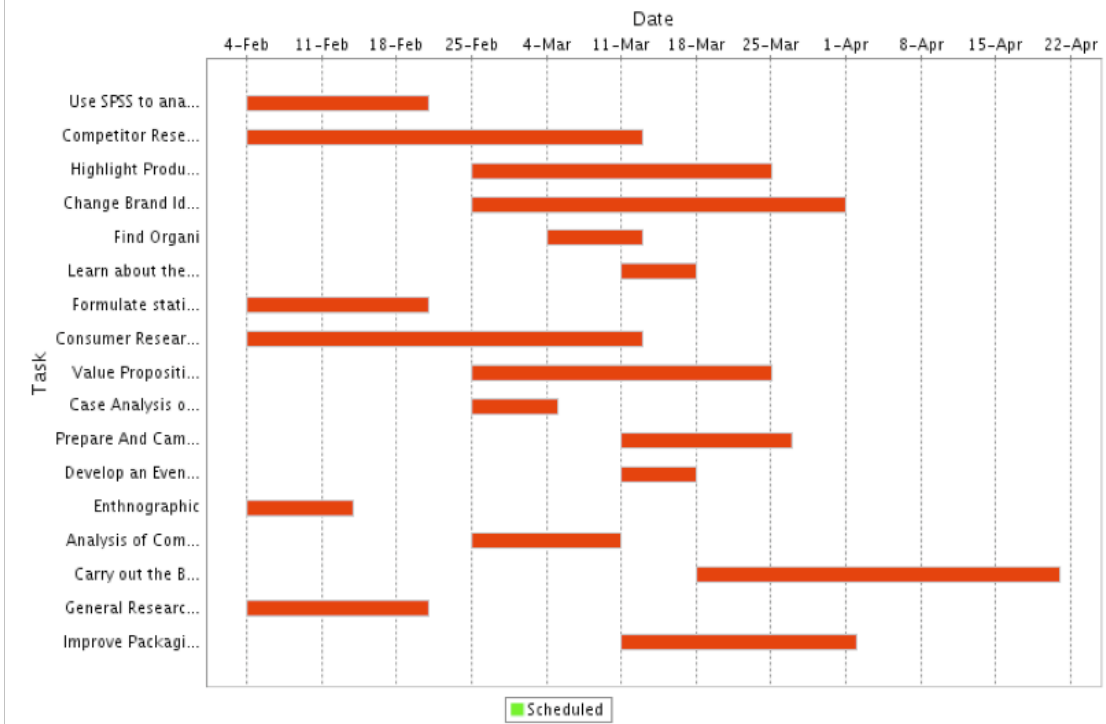


# Schedule

The Safety Eggspert project manager will manage the scheduling of tasks to project team members. These tasks will be managed within the Zoho Project web service. Below are two Gantt charts illustrating our project timeline milestones and specific tasks.



### IPRO 336 - Gantt Chart (open tasks)



# Team Assignments

**Team Leader:** Jordan Sherer

**Project Manager:** Eddie Morales

**Sub-teams:** Rather than having sub-team leaders, The Safety Eggspert team opted to have a Project Manager oversee and ensure that work is being completed in a timely manner. This will be beneficial to our team because of the smaller size of our sub-teams. We created our sub-teams by allowing people to choose which area of the project they have the most interest in.

**Minute Taker:** Katherine Rhee

**Agenda Maker:** Jordan Sherer and Eddie Morales

**Time Keeper:** Francesco Fanizza and Rachel Choitz

**Weekly Timesheet Organizer:** Natalie Grabowski

**Master Schedule Maker:** Katherine Rhee

**iGroups:** Robert LaRue