

# OUTTA THE BOX

PRESENTS: Beefaroni



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# BRAND BACKGROUND



- Ettore "Hector" Boiardi
- Began his first restaurant in Cleveland, OH, known as "Il Giardino d'Italia"
- Known mostly for his spaghetti sauce, Boiardi began packaging and selling it for customers who wanted to enjoy it at home.
- Rebranded name to "Chef Boy-Ar-Dee" to simplify pronunciation
- Expanded his offerings beyond sauce, introducing a variety of canned pasta dishes with Beefaroni as a standout seller

# SITUATIONAL ANALYSIS

## *Prepared Meal Competitors*

include...

- Campbells
  - Kraft (Macaroni & cheese)
  - Macintosh (Mac&Cheese)
  - Nestle (Stouffer's, lean cuisine)
- Industry trends
  - Increase of healthier eating
  - Saturated market

# EXECUTIVE SUMMARY

1

## problem

The general problem that Chef Boyardee is experiencing is they need an effective message strategy to convey to their new target audience of 18-24 year olds.



2

## critical factors

- Competitors
- Brand Awareness
- Dependable and Consistent

3

## strategies

- Ego-satisfying emotional need
- Sensory
- Acute need

4

## method

The method that we used to test our message strategies was an online survey. The survey consisted of 10 questions and was sent to our target age range.

5

## summary

Based on the survey responses, our target audience of 18-24 year olds see an appeal in the nostalgic aspect of Beefaroni and other Chef Boyardee products, according to 61.16% of participants.

6

## recommendation

Beefaroni should heavily focus on the nostalgia factor of their brand along with appealing to the convenience of their product for people ages 18-24 years old.



# PROBLEM STATEMENT

Chef Boyardee intends to develop a message strategy that will provide the foundation for marketing communication plans for their Beefaroni product over the next year. The company wants to know what appealing factors of the product should be used to develop that strategy to its new target audience of U.S. adults, 18-24 years old.



- Competitors
  - impacts the brand's market share, sales, and long-term sustainability.
- Interest & Awareness
  - essential for sustaining brand loyalty
  - legacy and iconic branding
  - complacency can lead to a decline in interest
- Dependable & Consistent
  - known for delivering dependable and satisfying ready-to-eat pasta
  - competitive landscape can shape how it is viewed

# CRITICAL FACTORS

# MESSAGE STRATEGIES

- **Ego**
- **Sensory**
- **Routine**



# CONCEPT TESTING METHOD

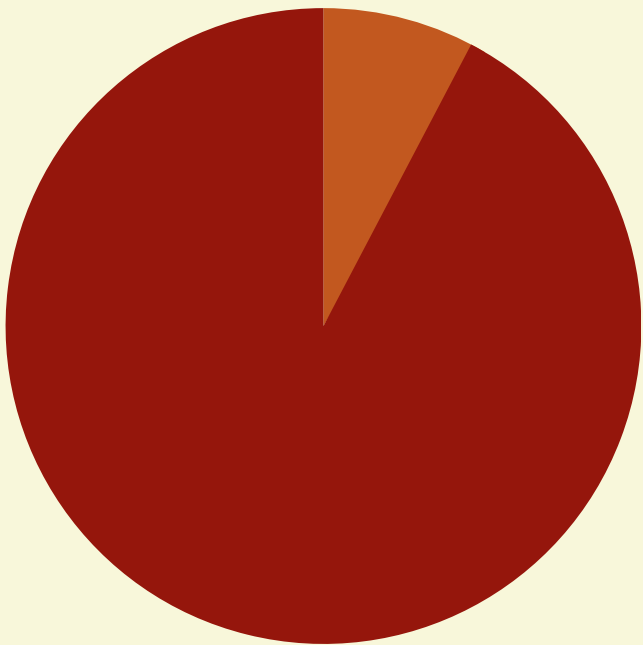
- Online survey
- 10 questions
- 35 participants
- Mix of college and non-college students
- Asked questions to see what consumers liked about the product and what could be done to make the product more appealing



# SURVEY RESULTS

Q1: what age range are you?

Ages: 17-19  
7.7%

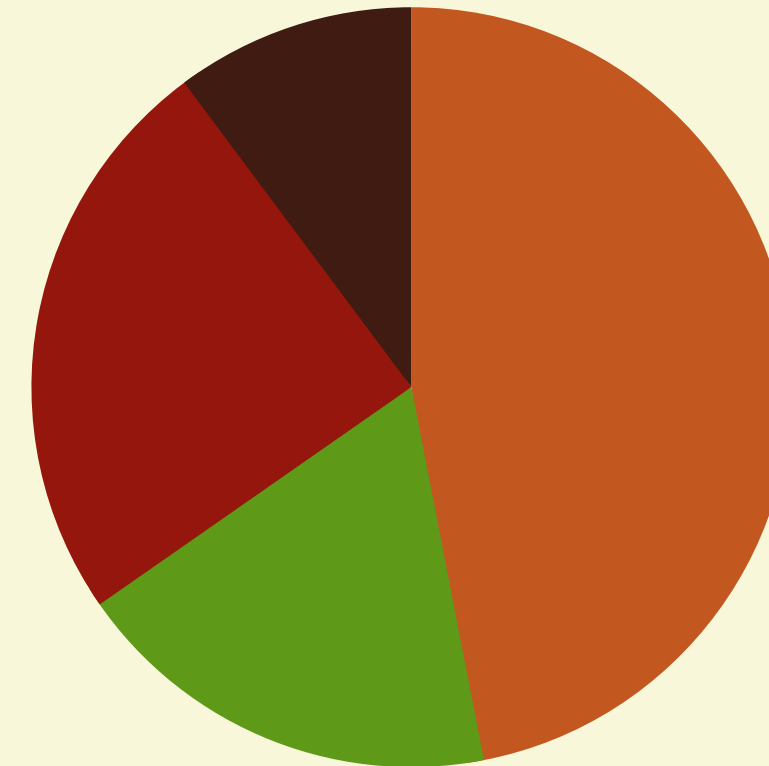


Ages: 19-24  
92.3%

Q2: what comes to mind when you think of beefaroni?

Never tried it.  
24.5%

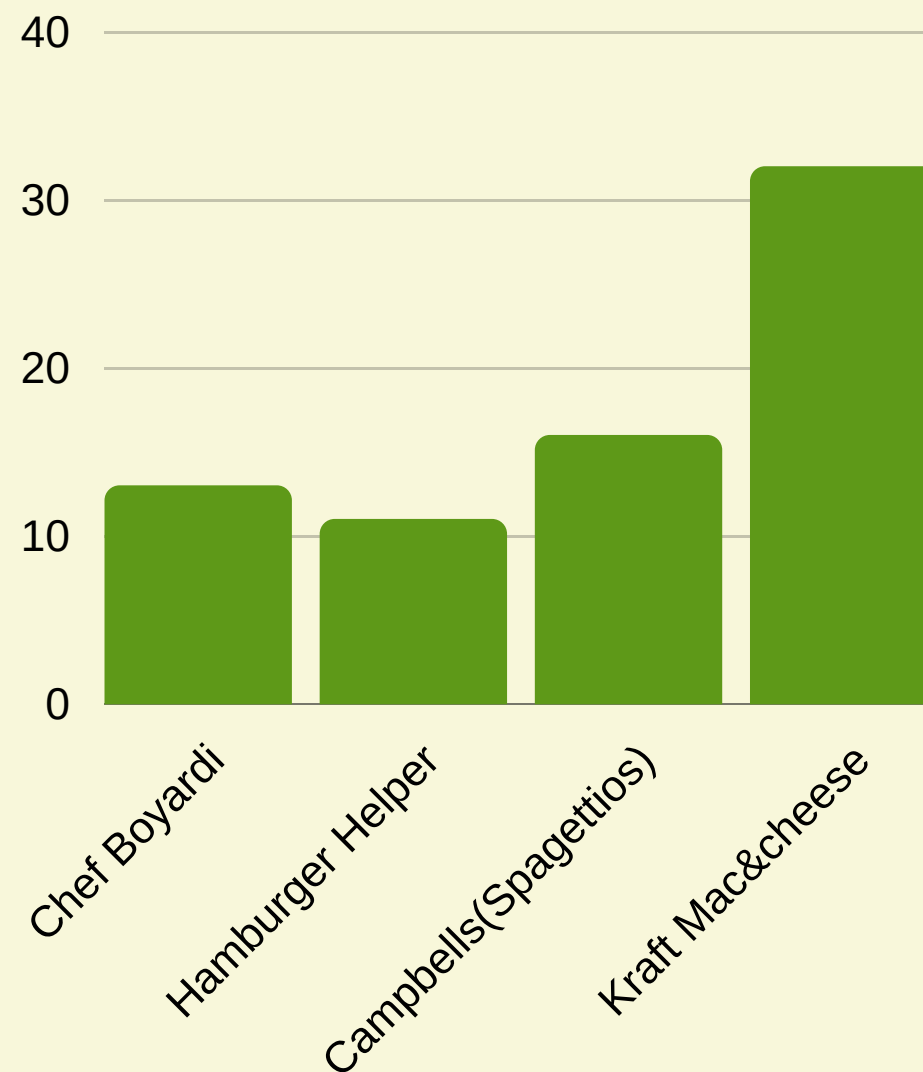
Its gross  
10.2%



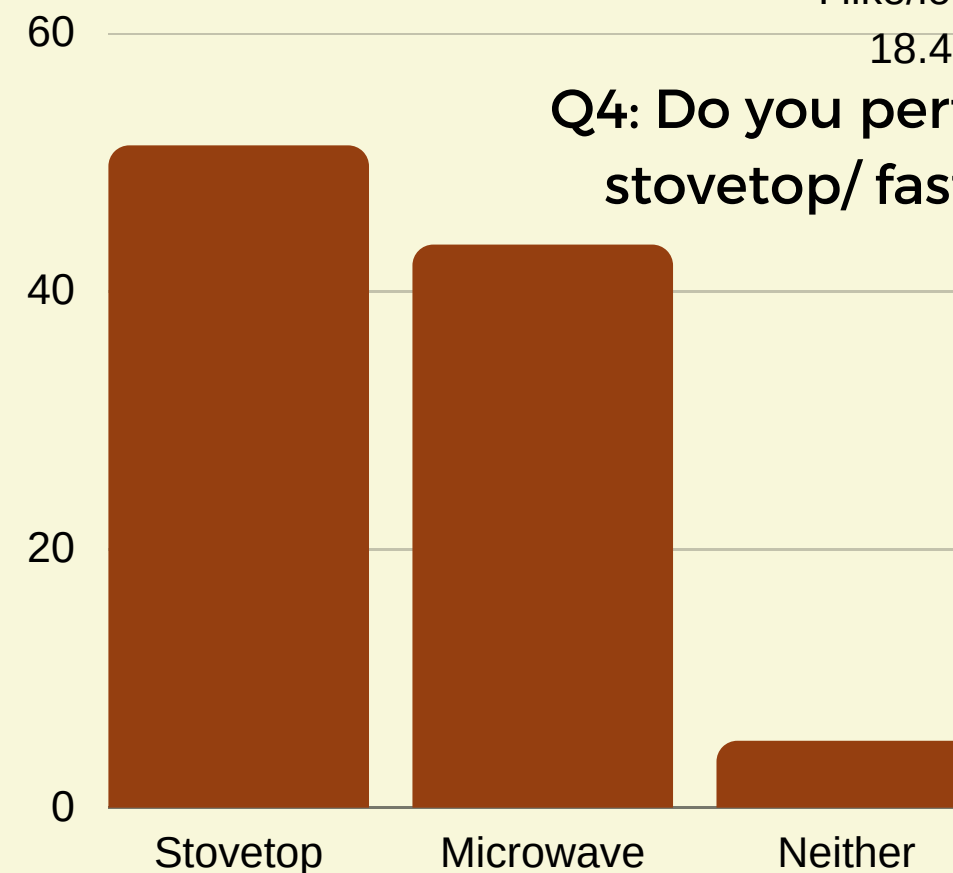
Doesn't sound appetizing.  
46.9%

I like/love it.  
18.4%

Q3: If you could pick quick meals on a regular basis, which of the following would you choose?

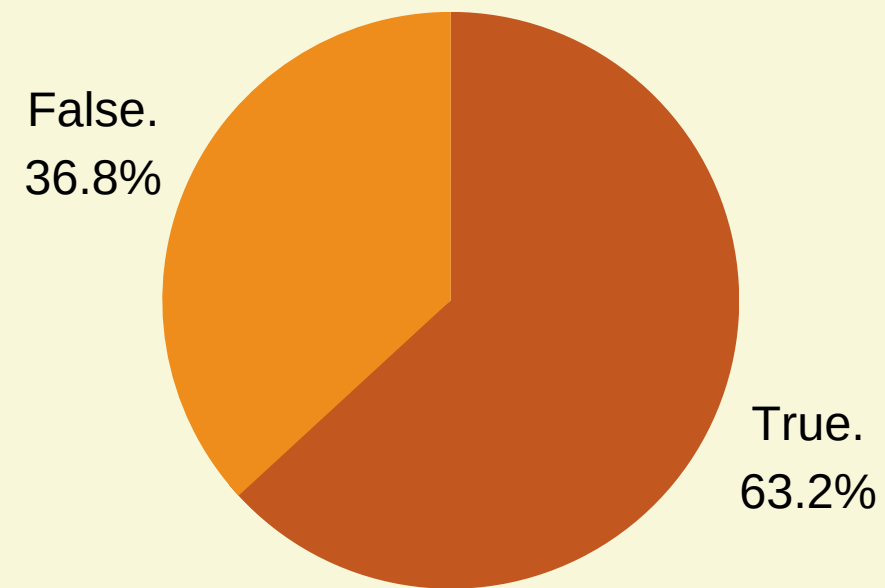


Q4: Do you prefer to quick microwave foods/ stovetop/ fast food, as a college student?

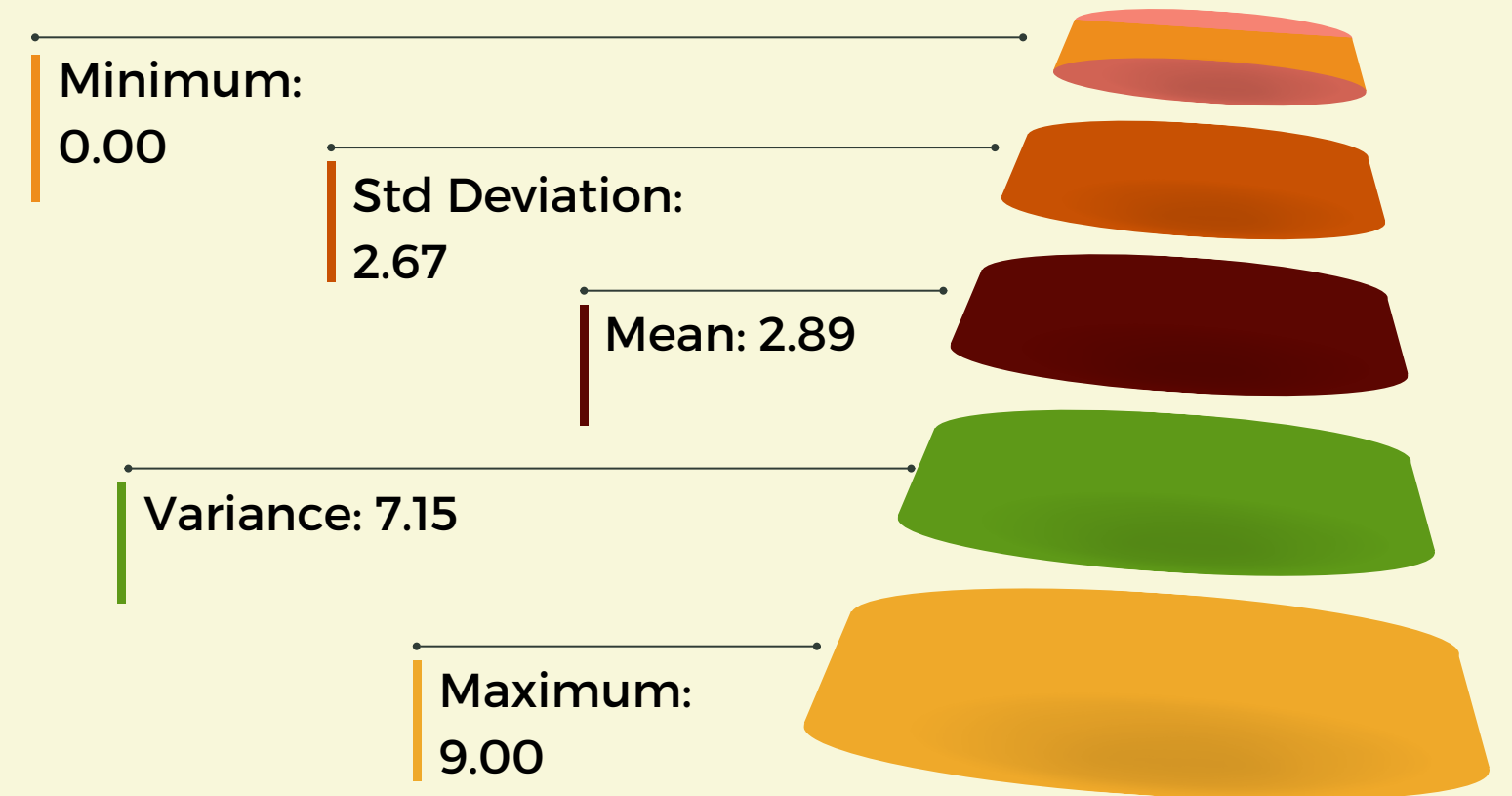


# SURVEY RESULTS

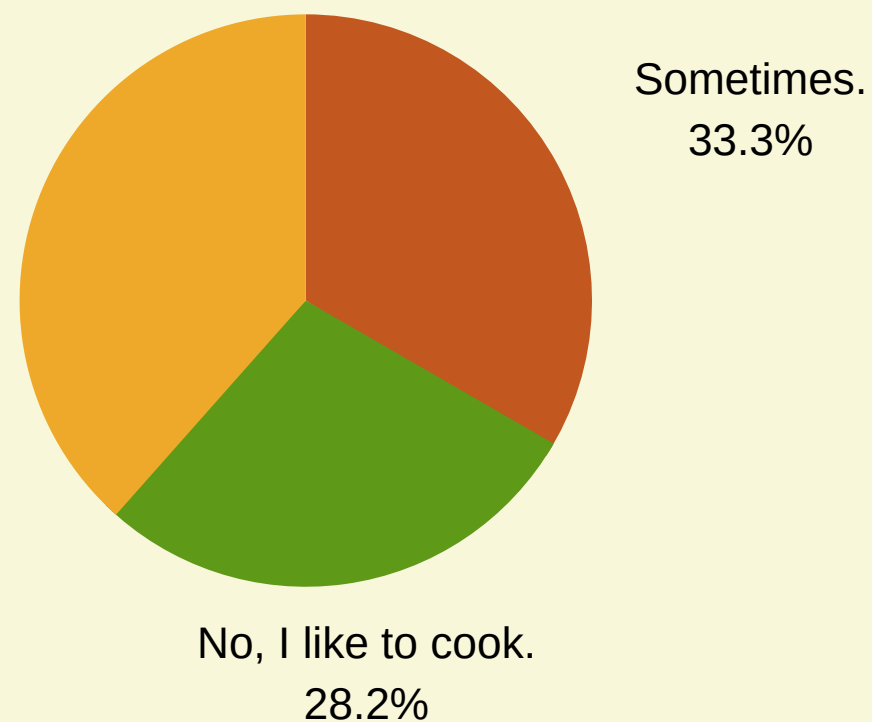
Q5: when you think of Beefaroni, it reminds you of your nostalgic childhood.



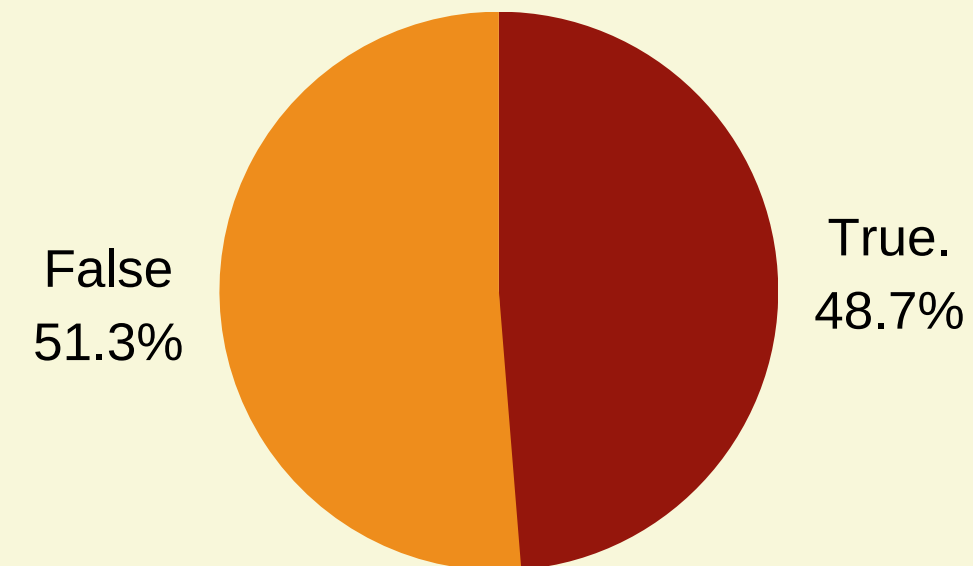
Q6: How much do you like Chef Boyardee on scale of 1-10



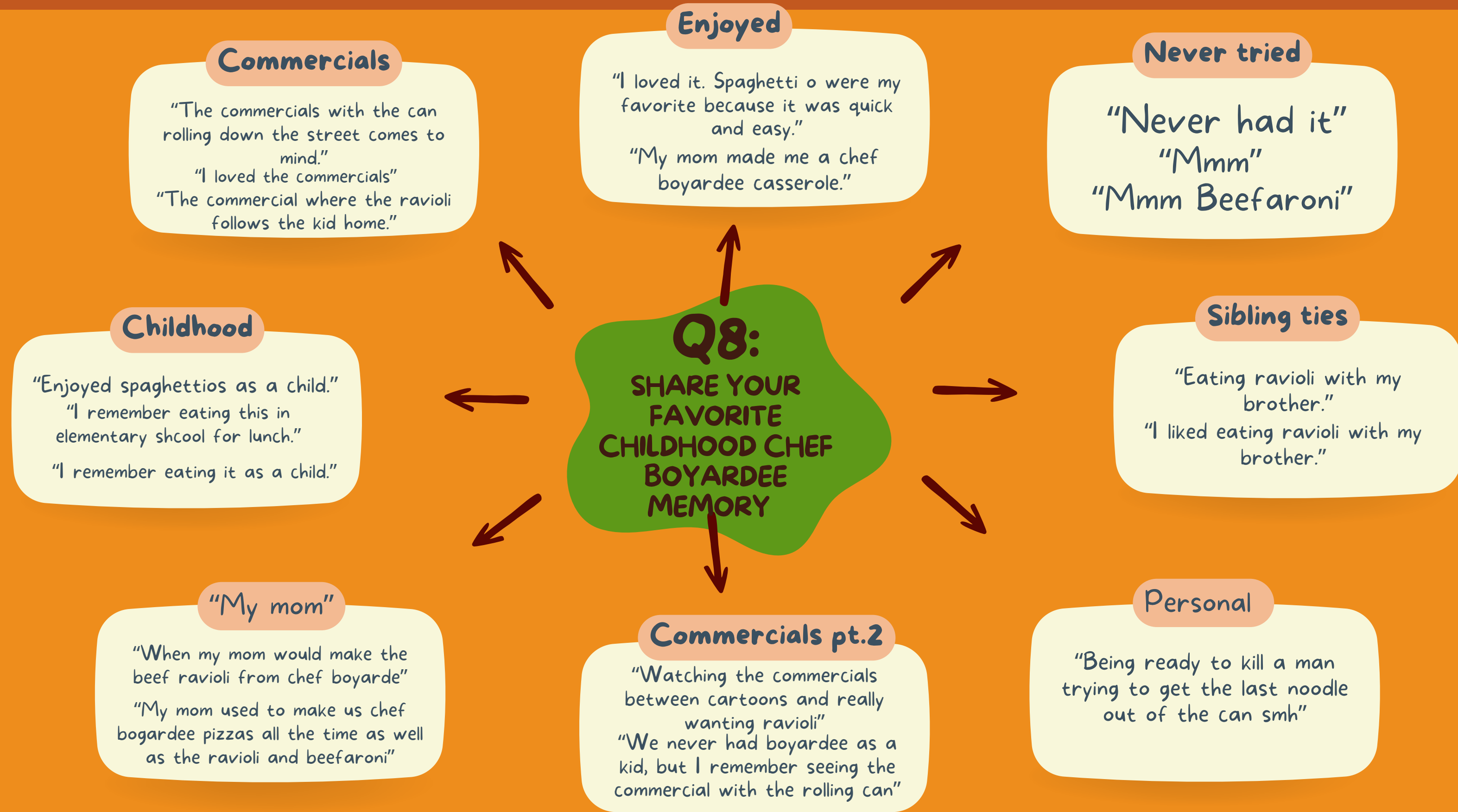
Q7: Would a can of Beefaroni come in handy to you as a busy college student who doesn't have much time to cook?



Q9: I am a Chef Boyardee fan, but I do not prefer their Beefaroni



# SURVEY RESULTS



# SURVEY RESULTS



# RECOMMENDATION

**Ego- Beefaroni should heavily focus on the nostalgia factor of their brand along with appealing to the convenience of their product for people ages 18-24.**



- Focus on health facts of their product such as no preservatives, no artificial coloring, etc.
- More concentrated focus towards online presence to appeal to the younger side of this audience.
- Stay consistent with branding because it appeals to the nostalgia of the older side of our audience.



# CONCLUSION

- Childhood memories were found to be a crucial factor in purchasing decisions
- Preferences ranging from health-conscious choices to convenient quick and easy meals
- Found the name "Beefaroni" to be unappetizing

Beefaroni should consider...

- Offering product samples and/or promos
- Engaging with social media platforms and influencers
- Capitalizing on nostalgia (revamp the rolling can)
- Highlighting positive health factors

# APPENDIX

LinkedIn

Blog Post

Gale Insights

Chef Boyareddee

Campbell's



THANK YOU.

OUTTA  
THE  
BOX