

ADFUSION PRESENTS

*Chef Boyardee's*  
**BEEFARONI**





# *The* TEAM



KATELYNN B.



RAEGAN I.



WILL K.



MAGGIE D.



LAINIE P.





**You don't have to be a kid to love it.**

We sell so many of these tasty little meat pies, something tells us kids aren't the only ones eating them.  
Chef Boy-ar-dee® Ravioli. Delicious, convenient, and inexpensive.  
Serve them for lunch or dinner, for the whole family.



# *The* **PROBLEM**

**HOW DO WE CREATE MESSAGING  
AND CAMPAIGNS THAT  
RESONATE WITH 18-24 YEAR  
OLDS WHILE EMPHASIZING THE  
CONVENIENCE, AFFORDABILITY,  
AND APPEAL OF CHEF  
BOYARDEE'S BEEFARONI?**



# CRITICAL FACTORS

1. **CONVENIENCE-IT'S QUICK AND EASY TO PICK UP AND PREPARE.**
2. **TASTE-THE BEST-TASTING MEAL THAN OTHER OPTIONS IN THE QUICK MEAL MARKET**
3. **LONG SHELF LIFE-IT'S THE GROCERY ITEM THAT WON'T WASTE AWAY ON YOUR SHELF, READY FOR YOU WHEN YOU'RE READY FOR IT.**

**Beefaroni®** New! Full of juicy beef. Loaded with tender macaroni. And lots of luscious tomato-cheese sauce, too. What a dish! For lunch or supper—children love it any time . . . grownups, too! Good thing Beefaroni is only about 14¢ a serving!

the fun food that's good for kids



A meal in a minute with the Chef's touch in it

**CHEF BOY-AR-DEE®** Everywhere in U.S. and Canada.

MAY, 1961 17





GOURMET



YOUR



WAY

# CONCEPT #1

## GOURMET, YOUR WAY

- HIGHLIGHTS THE TASTE AND FLAVOR APPEAL OF CHEF BOYARDEE'S BEEFARONI
- GOURMET MEAL OUT OF A CAN
- IT'S SUPERIOR TO OTHER OPTIONS IN THE QUICK-MEAL MARKET WHEN IT COMES TO TASTE





# CONCEPT #2

## SAVES THE DAY

- A NICE, QUICK, EASY MEAL FOR WHEN YOU'RE ON THE GO/IN NEED
- EASY TO MAKE: LOW MAINTENANCE PREPARATION, LITTLE TO NO EXTRA INGREDIENTS
- EASY TO BUY: JUST PICK IT UP..AND THAT'S IT!  
NO EXTRA SUPPLIES NECESSARY
  - AVAILABLE AT GROCERY STORES, POD MARKETS (WHICH IS HUGE FOR THIS AGE GROUP)



**WE GOT YOU.**

**BREAK GLASS**  
IN CASE OF EMERGENCY



**JUST IN CASE.**

# CONCEPTS #3

## JUST IN CASE

- THE PERFECT MEAL TO HAVE AROUND FOR EMERGENCIES.
  - STUCK IN TRAFFIC
  - TRAVELING
  - PREPARING FOR A WEATHER EMERGENCY
  - QUARANTINING
- IT'S THE PERFECT FOOD TO HAVE AROUND "JUST IN CASE"



# TESTING THE CONCEPTS

WE OPTED TO USE A SURVEY FOR OUR CONCEPT TESTING.

WE LAID OUT EACH CONCEPT AND WHAT IT MEANT, AND THEN HAD THE SURVEY TAKERS RATE THE CONCEPTS ON 4 IDEALS.

THOSE IDEALS CONSISTED OF BELIEVABILITY, UNIQUENESS, PERFORMANCE, AND COMPETITIVENESS.

FOR EACH IDEAL, THEY WERE ASKED TO RATE THE CONCEPT ON A SCALE FROM 1-5. 1 BEING THE BEST, 5 BEING THE WORST. FROM THERE, WE TOOK THE INFORMATION AND CHOSE THE CONCEPTS THAT RECEIVED THE BEST RATINGS.

## CONCEPT TESTING

The following bolded statements are concepts we are testing for Chef Boyardee's Beefaroni.

Our goal is to increase sales with 18-24 year olds.

Familiarize yourself with the phrase, and what that concept represents.

### "SAVES THE DAY"

A convenient, quick meal for when you are on the go, ready in only 2 minutes. No dishes or mess!

### "GOURMET, YOUR WAY"

A better tasting option than similar quick, on-the-go meals! Beefaroni uses real meat & ingredients to create a better tasting pasta with a tomato and meat sauce!

### "JUST IN CASE"

Stuck in traffic? Hitchhiking? Biking away from home? Or trying to prepare for a weather emergency? We've got your back..... Just in Case. Chef Boyardee's Beefaroni has a long shelf life so that you can have food that will last for days when you are in a pinch!

We will ask you to rate these concepts on a scale from 1 - 5. 1 being the best, 5 being the worst.

These rating will be based on your perception of the following:

- **Believability**, do you believe what the concept is telling you?
- **Performance**, do you think this concept will work?
- **Uniqueness**, is this a unique concept?
- **Competitiveness**, will this compete with similar brands?



# THE RESULTS ARE IN!



“GOURMET, YOUR WAY” TOOK THE LEAD FOR PERFORMANCE AND UNIQUENESS. “SAVE THE DAY” TOOK THE LEAD FOR BELIEVABILITY AND COMPETITIVENESS. “JUST IN CASE” FELL IN LAST PLACE FOR ALL CATEGORIES, WITH THE LOWEST RANKINGS FOR EACH IDEAL. SO, WE ELIMINATED “JUST IN CASE”.

THE QUESTION THEN BECOMES WHICH CONCEPT DO WE CHOOSE THAT WILL CATER BEST TO OUR PROBLEM STATEMENT? WE CAN START BY TAKING A LOOK AT “GOURMET, YOUR WAY”, AND THE IDEALS IN WHICH THEY FELL SHORT IN; BELIEVABILITY AND COMPETITIVENESS. IT TURNS OUT THEY ACTUALLY GOT THE SECOND BEST RATING, “2”, WITH 35% OF SURVEY TAKERS VOTING IT A “2” ON BELIEVABILITY. THEY THEN HAD 50% OF SURVEY TAKERS RATING IT A 2 FOR COMPETITIVENESS.





# DECISION TIME

**WE ULTIMATELY CHOSE “GOURMET, YOUR WAY” BECAUSE IT WAS TIED FOR THE NUMBER OF BEST POSSIBLE SCORES.**

IT WON IN THE IN THE “PERFORMANCE” AND “UNIQUENESS” CATEGORIES.

IN THE CATEGORIES THAT IT FELL TO SECOND (“COMPETITIVENESS” AND “BELIEVABILITY”), THEY HAD THE HIGHEST RANKING FOR “2” ON THE SCALE.

DUE TO THE HIGH RANKINGS, EVEN WHEN FALLING SHORT, WE BELIEVE THAT THE “GOURMET, YOUR WAY” CONCEPT BEST SOLVES OUR PROBLEM OF UPPING SALES IN 18-24 YEAR OLDS.





*Thank*  
**YOU**