

BEEFARONI REPORT

BY AD FUSION



Our group, Ad Fusion, were given the problem on how we would create messaging and campaigns that resonate with 18-24 year olds while emphasizing the convenience, affordability, and appeal of **Chef Boyardee's, *Beefaroni***.





EXECUTIVE SUMMARY

1. THE PROBLEM

Increase sales with 18-24 year olds.

2. THE CRITICAL FACTORS

Critical factors would Include Beefaroni being quick and convenient, tasting better than other prepared pasta dishes, and having a long shelf life.

3. THE CONCEPTS

"Gourmet, Your Way" - Highlights the taste & flavor appeal.

"Saves The Day" - A nice, quick easy meal for when you are on-the-go or stuck in a pinch.

"Just In Case" - The perfect meal to have around for emergencies.

4. THE SURVEY



We sent out a survey to 18-24-year-olds asking them to rate our concepts on a scale from 1-5 on believability, uniqueness, performance, and competitiveness.

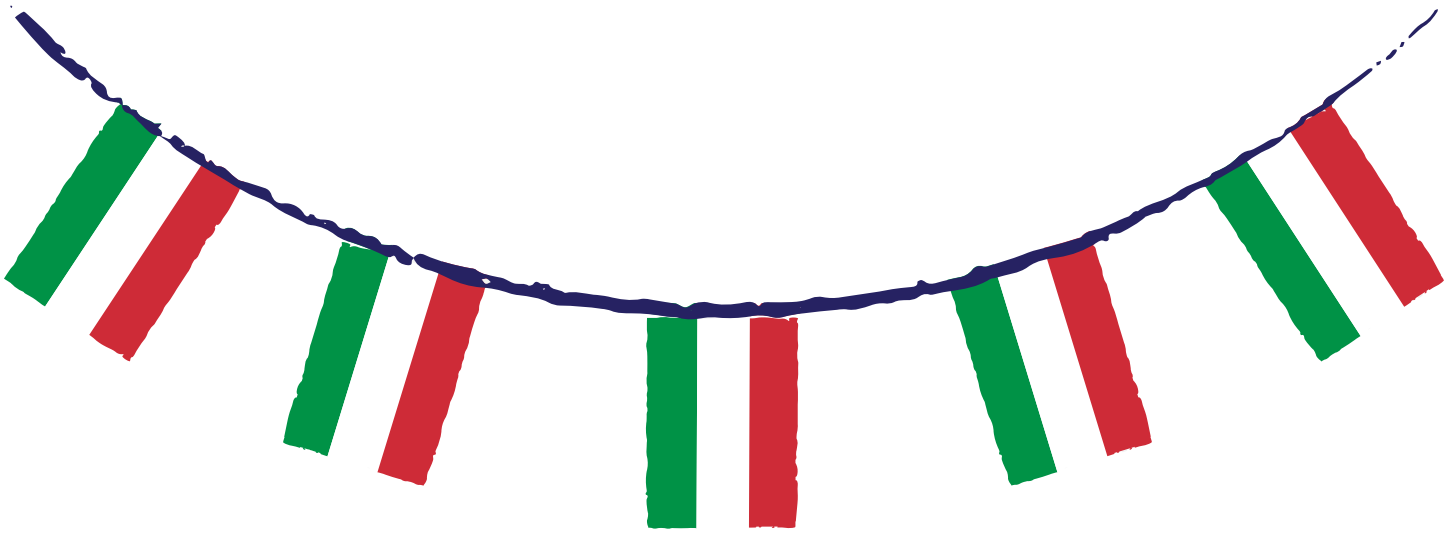


5. THE FINDINGS

"Save The Day" and "Gourmet, Your Way" tied with the highest rankings, each winning in two departments. In the places that "Gourmet, Your Way" fell short, they had the second best rankings.

6. THE FINAL DECISION

We chose to go with "Gourmet, Your Way" as it received overall the best rankings, and it seems it would address our problem the best.



OUR 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 your'e ready for it.

THE SITUATIONAL ANALYSIS...

Current state of Company:

Chef Boyardee is a well known brand that has long been associated with quick and easy canned pasta meals and maintains strong brand recognition. Beefaroni particularly stands out for being convenient and affordable.

Competitive Environment:

Beefaroni has multiple competitors including kraft mac and cheese, RavioliOs, and Cup of Noodles. The quick meal market is highly competitive, it is crowded with many alternatives.

Industry Trends/ Consumer Adaptation:

- The quick meal market is growing significantly, Gen z are living quick paced busy lives which ready to eat meals fit into
- Many people in the 18-24 demographic live alone or in smaller households meaning they look for smaller portions
- Consumers are looking for cost-effective meals

KNOWLEDGE ABOUT PAST, CURRENT, AND FUTURE SALES...

Past:

Beefaroni was introduced in the 1960s. It quickly became popular for its convenience and taste. It saw steady growth in the 70s and 80s through effective marketing and the rise of a need for affordable meal options. During the late 90s and 2000s, sales began to die off as consumer preferences shifted toward healthier food options. The demand for processed foods as a whole declined.

Current:

Beefaroni remains popular among certain demographics—busy families, individuals seeking convenient meal options. It is also favored for its nostalgic value.

Beefaroni experiences upticks in times of economic uncertainty (when consumers seek more affordable meal solutions). The brand continues to succeed by leveraging its legacy and nostalgia—particularly toward taste.

Future:

To remain competitive, Chef Boyardee needs to focus on niche markets and continue to lean into their nostalgic edge. The trend towards healthier eating is likely to influence sales in a negative way, but economic downturns could boost sales of Beefaroni because it is so budget-friendly.

Overall, it's an established brand with a good grasp on a niche market that commands continued relevance in the food industry and possesses the ability to adapt to consumer preferences and health trends.



PROBLEMS AND AREA OF OPPORTUNITY:

Current problems that Beefaroni is facing is losing sales to competitors, such as cup of noodles, frozen dinners, and meal delivery kits. Competitors may offer healthier or more trendy packaging. Another issue that Beefaroni is facing is being perceived as “childhood” food instead of food for young adults, since many people 18-24 were fed Chef Boyardee while they were younger.

There is a growing trend in the age group of 18-24 that is leaning towards plant-based healthier options, Beefaroni may fall short in the trending healthy options that this demographic is looking for. Beefaroni is perceived to be less nutritious than other options causing problems in the market.

Opportunities that Beeferoni could capitalize on are to modernize the brand image by being more prominent on social media platforms (Instagram and Tiktok), create healthier more nutritious options, modernizing their packaging to be more “trendy”, and to promote Beefaroni as a meal for young adults and not just a quick meal for kids.



OUR CREATIVE STRATEGIES & CONCEPTS...

The strategies that our group developed were Gourmet Your Way, Saves The Day and Just In Case. Each of these concepts highlights one or multiple critical factors that we came up with.

The following are our mock ads to better understand our concepts:

#1



GOURMET YOUR WAY

- Highlights the taste and flavor appeal of Chef Boyardee's Beefaroni
- It's superior to other options in the quick-meal market

#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)

#3

WE GOT YOU.



JUST IN CASE.

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"



DESCRIPTION OF CONCEPT TESTING METHOD:

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.

WHAT WE LEARNED...

“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 competition then comes down to “Gourmet, Your Way” and “Save The Day”. 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. With these high second place rankings, it was clear that “Gourmet, Your Way” was the best choice to address our problem statement.

OUR SELECTED ALTERNATIVE & FOLLOWUP DATA

Selected: Gourmet, Your Way

We sent out a survey that tested our three concepts on believability, performance, uniqueness, and competitiveness on a scale from 1-5. 1 being the best, 5 being the worst.

The believability scale rates how likely the reader is to believe what the concept/ concept statement is telling you.

The performance scale rates how likely the reader is to believe that the concept/ concept statement is going to actually work out in the markets.

The uniqueness scale rates how unique the reader believes the concept is, compared to what they have seen before in similar markets.

The competitive scale rates how well the concept will do against other competitors in the same market, according to the reader.

Our survey had the following WINNERS for each category

Believability - “Save The Day” had the best rating, 40% of survey takers giving it a “1” on the scale, but “Gourmet, Your way” had 30% of survey takers rating it a “1” on the scale, and 35% ranking it a “2” on the scale.

Performance - “Gourmet, Your Way” had the best rating, with 50% of survey takers giving it a “1” on the scale.

Uniqueness - “Gourmet, Your Way” had the best rating, with 45% of survey takers giving it a “1” on the scale.

Competitiveness - “Save The Day” had the best rating, with 30% of survey takers giving it a “1” on the scale, but “Gourmet, Your Way” had 50% of survey takers giving it a “2” on the scale.

We ultimately chose “Gourmet, Your Way” because it was tied for the number of best possible scores. In the categories that it fell to second, they had the highest ranking for “2” on the scale.

Due to the high rankings it received for each category, we believe that the “Gourmet, Your Way” concept will cater towards and solve our problem the best.



THE FINAL COLLECTED DATA:

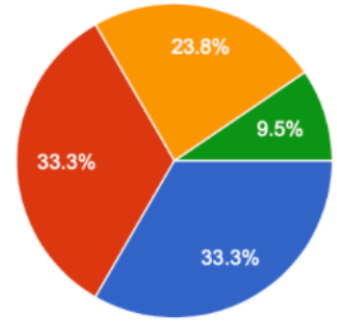
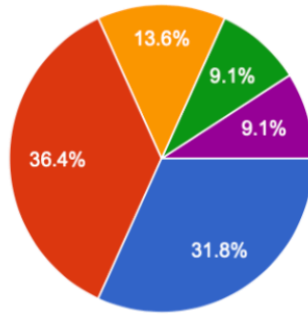
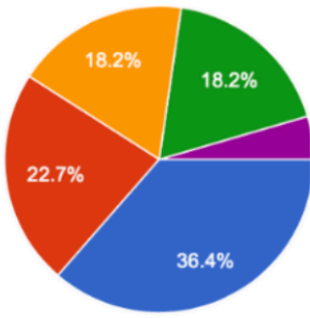
Believability: 1- Very Believable 5- Not Believable

Blue- 1 Red- 2 Orange-3 Green -4 Purple-5

“Saves The Day”

“Gourmet Your Way”

“Just In Case”



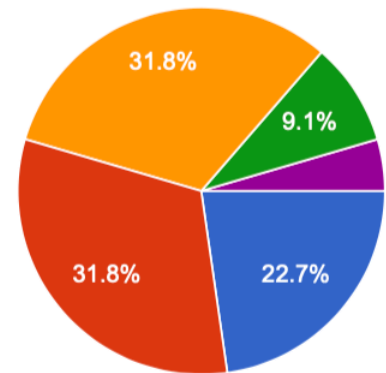
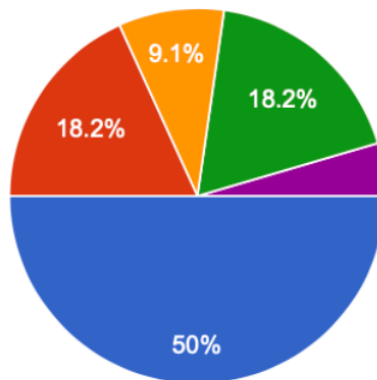
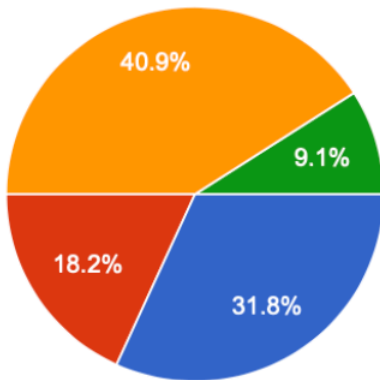
Performance : 1- Very likely to work 5- Not Likely to work

Blue- 1 Red- 2 Orange-3 Green-4 Purple-5

“Saves The Day”

“Gourmet Your Way”

“Just In Case”



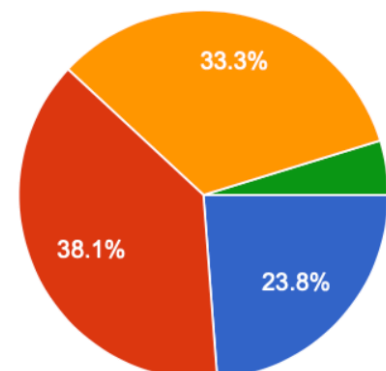
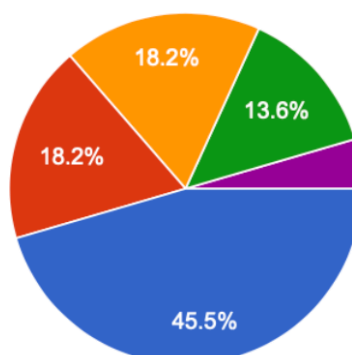
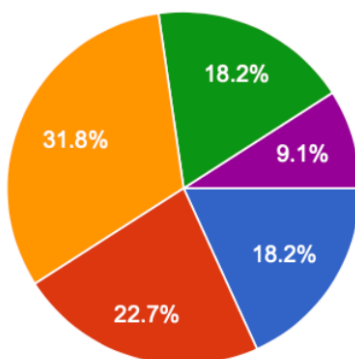
Uniqueness: 1-Very Unique 5- Not Unique

Blue- 1 Red- 2 Orange-3 Green-4 Purple-5

“Saves The Day”

“Gourmet Your Way”

“Just In Case”



Competitiveness: 1 - Very competitive against other brands 5- Not competitive

Blue- 1 Red- 2 Orange-3 Green-4 Purple-5

“Saves The Day”

“Gourmet Your Way”

“Just In Case”

