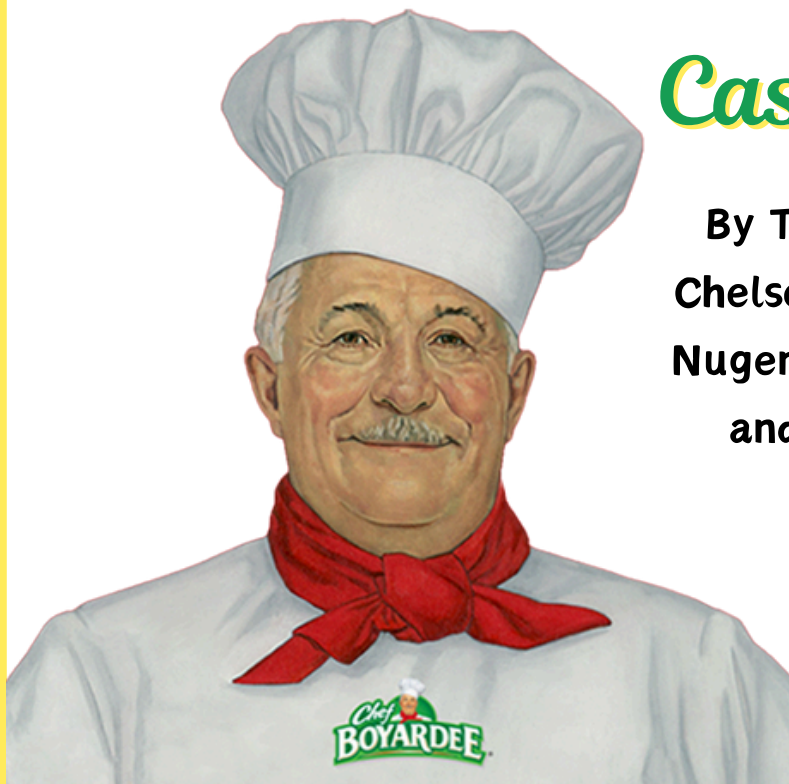




CHEF BOYARDEE BEEFARONI



Case Report

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EXECUTIVE SUMMARY



ABOUT THE COMPANY

Chef Boyardee was founded in 1928 by Italian-American chef Hector Boiardi and became known for its canned pasta meals. The brand gained popularity for its authentic flavors and convenience. Now owned by Conagra Brands, it prides itself on making quick and easy meals that still feel homecooked, offering affordable, ready-to-eat options for households everywhere.

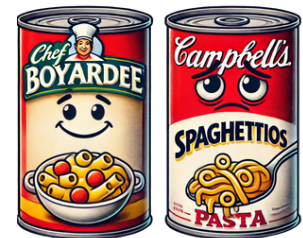
INTRODUCTION

Our ad agency set out to determine the best messaging strategy to market Chef Boyardee's product, Beefaroni, to 18- to 24-year-olds. We conducted a concept-testing survey, asking a series of questions about food preferences, social media influences, and perceptions of Chef Boyardee and its competitors. We collected data from our target audience to understand which advertising tactics resonate most and what factors influence their food choices. We refined our ideas into three main creative strategies and tested them through our survey. Our goal was to determine whether convenience, health benefits, or snack cravings are the most important drivers for our audience.



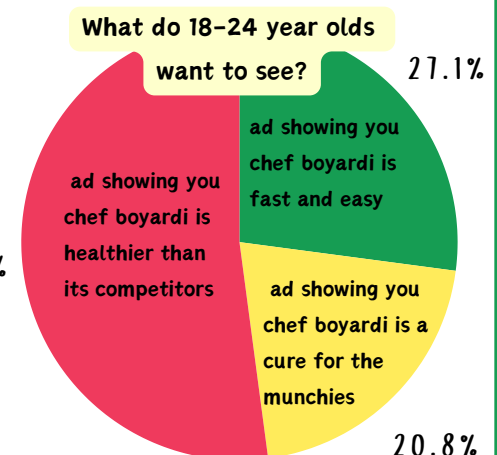
PRODUCT & COMPETITOR ANALYSIS

Our research showed that canned food market is heavily saturated and people in our target audience are unaware of beefaroni's benefits. For example, Kraft Mac and Cheese and Spaghettios take longer to make than our product. We also discovered that Kraft Mac and Cheese has 50-100 more calories per cup than Beefaroni, making Beefaroni the better choice for those looking for a lighter meal. However, our concept testing revealed that most 18-24 year olds were not aware of this difference.



CONCLUSIONS AND FINDINGS

After testing three messaging ideas—convenience, health benefits, and snack cravings—we found that most of our target audience connects with health-focused messaging over Chef Boyardee's biggest competitors (Progresso, Campbell's, and Kraft Mac & Cheese). They resonate with content that highlights how quick and easy Beefaroni is to prepare while remaining a nutritious choice.



PROBLEM STATEMENT

Chef Boyardee aims to increase Beefaroni sales among 18–24-year-olds, who aren't aware it's a healthier fast meal option. Identifying effective marketing strategies is key.



**The Beefaroni
won't sell itself!!**

CRITICAL FACTORS

- 18–24 year olds are susceptible to social media recommendations
- College students might be considering other options like Kraft mac and cheese as well as Campbell's SpaghettiOs
- Gen Z values easy, not time consuming products that they believe are good for them
- College students are busy and value convenience
- Gen Z values transparency
- Chef Boyardee provides basic nutrition
- Consumers are unaware of how Chef Boyardee is healthier than some of its competitors like Kraft and Campbell's



STRATEGY 1 OVERVIEW

SUMMARY

Our first alternative focuses on informing our target audience about the nutrition that Beefaroni provides. Through this approach, we will present a side-by-side comparison of the product's nutritional facts with its competitors. We intended to focus on Campbell's Soup and Kraft Mac & Cheese, as they are Chef Boyardee's biggest competitors in the market.

WHY?

In today's market, consumers are very health-conscious and want to make informed decisions about the products they purchase. By providing a detailed nutritional comparison between Beefaroni and its competitors, you're offering transparency. Campbell's Soup and Kraft Mac & Cheese are major competitors in the market, and they already have strong brand loyalty. If their nutritional content isn't as appealing as Beefaroni's, highlighting those differences can help sway potential customers.



VS.



STRATEGY 2 OVERVIEW

SUMMARY

Our second alternative concept is to convince our audience to purchase Beefaroni based on their convenience benefits. We will show that in less than 5 minutes, any college student can have a nutritious and budget friendly meal. This approach will provide evidence that Beefaroni is more convenient than cooking a meal or going out to eat.

WHY?

Students today are busier than ever—balancing school, work, social life and more. Therefore, convenience is a driving factor in consumer decisions, especially when it comes to food. By highlighting Beefaroni's quick, easy preparation, you're immediately resolving a critical factor: not having enough time to cook a full meal or go out for food. College students who have limited access to kitchens or don't have the time to cook can quickly heat up Beefaroni for a nutritious and filling meal.



STRATEGY 3 OVERVIEW

SUMMARY

Through our third alternative we want to pitch the idea of Beefaroni being a quick non guilty fix to the “munchies.” Through this approach, we will present evidence that Beefaroni is a great solution for a late-night snack and a cure for “munchies”.

WHY?

College students often seek convenient, affordable, and tasty food options, especially for late-night cravings or post-socializing hunger. Positioning Beefaroni as a quick fix for the "munchies" taps into the need for easy, accessible comfort food. This concept also gives 18-24 year olds a way to relate to Chef Boyardee and picture themselves enjoying Beefaroni. By presenting evidence that Beefaroni effectively satisfies late-night cravings, this approach strengthens its appeal to college students looking for a reliable and enjoyable food choice.



CONCEPT TESTING DESCRIPTION METHOD

DEEP DIVE

We conducted an in-depth analysis of the critical factors most relevant to our target audience and examined how these elements influence our messaging strategies. From this insight, we developed a series of survey questions to evaluate which aspects resonate most with our audience, allowing us to refine and tailor our approach based on their feedback. As part of our ADVT 450 class, we aimed to better understand consumer preferences and the factors influencing food choices, particularly regarding convenience, health benefits, and social media marketing. Our survey included questions about food preferences, social media influence, and perceptions of Chef Boyardee and its competitors. It was designed to take 5-10 minutes, ensuring all responses remained anonymous. We distributed the survey to 50 participants within our target audience of 18-24-year-olds, using their feedback to shape our advertising strategies for Chef Boyardee and Beefaroni.

WHAT WAS ASKED?

Our participants were asked a series of questions about food preferences, social media influences, and perceptions of Chef Boyardee and its competitors. They were also asked about their resignation with our three concepts.



THE BIG QUESTION

To conclude the survey, we asked participants to choose which of the three concepts they liked most or felt they would respond to best. We then gathered this data and analyzed the responses to inform our final concept selection.

SUMMARY OF ALTERNATIVE 1

Concept: Inform the public that Chef Boyardee Is healthier than It's competitors



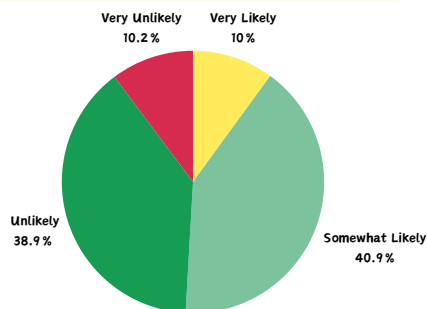
vs.



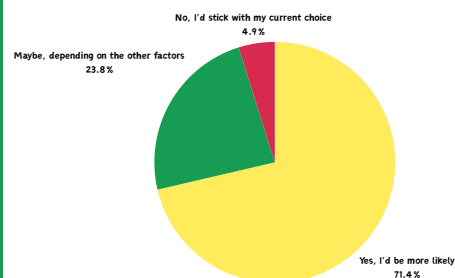
Brief Overview: We introduced the different ways in which 18-24 year olds may be more susceptible to buying Chef Boyardee over its competitors, due to its healthier benefits.

Results: We found that most of our target audience was unaware that Chef Boyardee was more healthy than its competitors like Kraft Mac N Cheese. When determining ways to reach our audience using this strategy, we found that a majority of our respondents would be more inclined to purchase the product after seeing a side by side comparison (71.4%) or a social media post comparing the product to its competitors (73.6%). At the end of the survey we concluded that 52.1% of our audience would be impacted by the health benefits strategy. With over half of our audience being In favor of this, we determined that we would be able to make the greatest impact if we presented a comparison of the nutrients in Chef Boyardee and it's competitors through a creative ad.

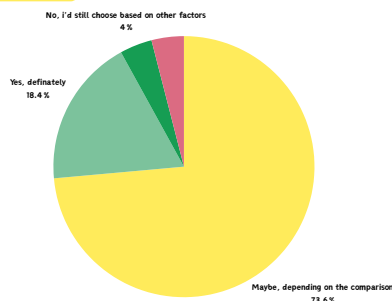
How likely are you to believe Chef Boyardee Is healthier than It's competitors In a side by side comparison?



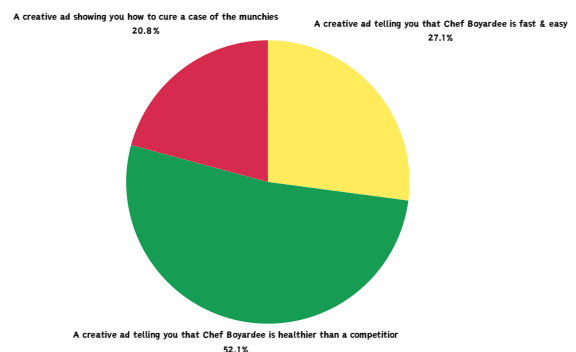
Would you be more likely to try Chef Boyardee if the comparison shows clear health benefits over a competitor?



Would a comparison between Chef Boyardee and its competitors on social media Influence your choice In purchasing?



Which of these Ideas would best Influence you to try Beefaroni?



SUMMARY OF ALTERNATIVE 2

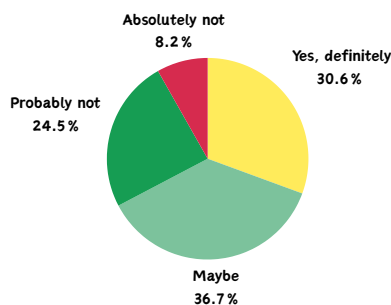


Concept: The Convenience

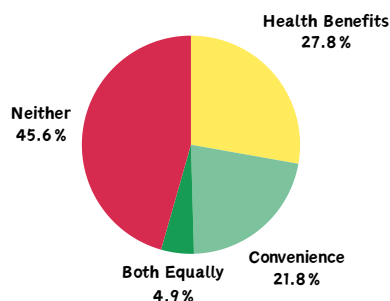
Brief Overview: We surveyed 18-24 year olds to find how important convenience was when it came down to having a nutrient filled meal.

Results: We found that 46.9% of people consider convenience to be very important, while another 46.9% find it somewhat important. This indicates that convenience is a key factor for most people, making Beefaroni a strong contender due to its ease of use. When asked if they would be more likely to purchase Beefaroni when looking for a fast, hassle-free meal, 30.6% responded positively and 36.7% said they would maybe consider it making it a strong possibility to have when looking for convenience. We observed that people tend to choose food based on either health benefits as well as convenience. The target audience revealed that convenience and health benefits go hand in hand, as 46.9% stated that both were equally important. In the end when we asked about all three concepts, when it comes to creative ads, convenience got 27.1% votes making it second place on a level of influence towards trying it.

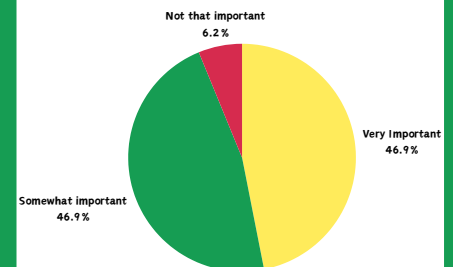
Would you be more likely to purchase Beefaroni if you were looking for a fast, hassle-free meal?



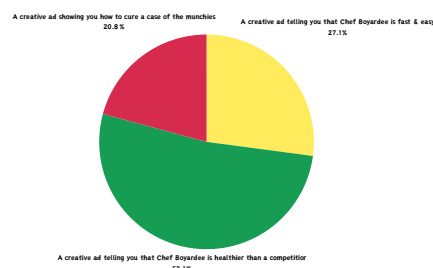
Do you typically choose food based on health benefits or convenience?



How Important Is convenience when choosing a meal, especially for a quick snack or lunch?



Which of these Ideas would best Influence you to try Beefaroni?



SUMMARY OF ALTERNATIVE 3

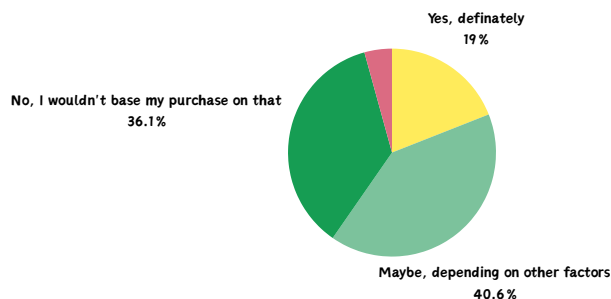
Concept: Beefaroni is a non guilty cure for the munchies



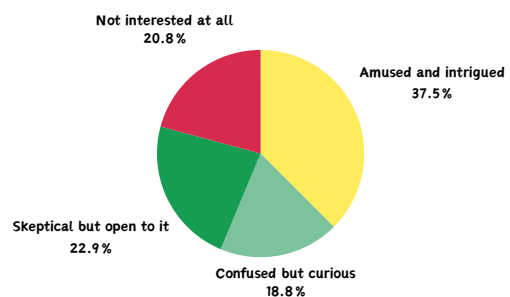
Brief Concept: We sought to discover what snacking habits look like for 18- to 24-year-olds and whether they are familiar with the term “getting the munchies.” This term is often used on social media and within our target audience to describe snack cravings that you can't resist.

Results: In our concept survey, we asked questions like, “How would you feel about an ad claiming Beefaroni is a ‘cure for munchies’?” To this, 37.5% of respondents answered that they felt “amused and intrigued.” We also found that 59.5% of respondents resonated with the idea of marketing Beefaroni as a late-night snack. However, it's important to note that 32.6% of our target audience said, “No, I wouldn't base my purchase on that.” Finally, when asked to choose between all three of our concepts, 20.8% of respondents selected this idea as their favorite. However, it was the least popular overall, with convenience at 27.1% and health benefits at 51.2%.

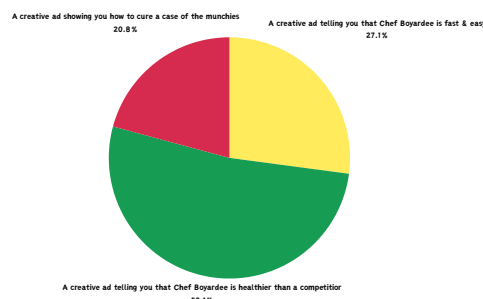
Would an ad like that make you more likely to purchase
Beefaroni for a late night snack?



How would you feel about an ad claiming Beefaroni is a
“cure for the munchies”



Which of these Ideas would best influence you to try Beefaroni?



ALTERNATIVE SUPPORT AND DECISION

WHAT WORKS BEST?

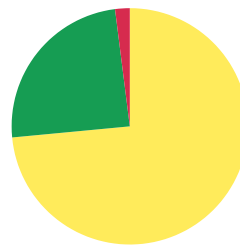


Our survey revealed that the most effective strategy is educating 18-24-year-olds on the nutrition of Chef Boyardee Beefaroni and directly comparing it to frequently purchased competitors like Kraft Mac & Cheese and Campbell's SpaghettiOs. This approach resonates with our target audience, who value transparency and easy, time-efficient products they perceive as good for them. We also found that social media, particularly TikTok and Instagram, plays a critical role in influencing purchase decisions. Our survey showed that 40.6% of our target audience is likely to trust an influencer, and 38.8% prefer recommendations from relatable, everyday people. Given that college students are busy and often seek convenient meal options, marketing through short-form TikTok ads and side-by-side comparisons will effectively capture their attention. By highlighting how Chef Boyardee provides basic nutrition and is healthier than some competitors, we can position it as a smart, convenient choice for Gen Z consumers.

Would you be more likely to try Chef boyardee If the comparison shows clear health benefits over a competitor?

Maybe, depending on the other factors
24.5%

No, id stick with my other choice
2%



Yes, i'd be more likely to try it
73.5%

APPENDIX: SURVEY QUESTIONNAIRE

1. How likely are you to believe Chef Boyardee is healthier than its competitors after seeing a side-by-side comparison?

- Very likely
- Somewhat likely
- Unlikely
- Very unlikely

2. Would a comparison between Chef Boyardee and its competitors on social media influence your choice in purchasing?

- Yes, definitely
- Maybe, depending on the comparison
- No, I would still choose based on other factors
- I don't trust comparison posts

3. Do you typically choose food based on health benefits or convenience?

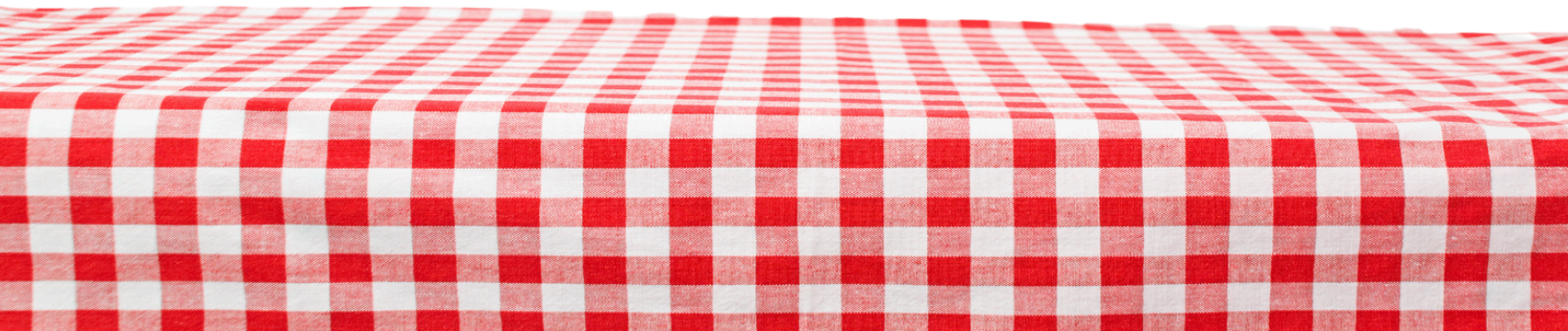
- Health benefits
- Convenience
- Both equally
- Neither

4. Would you be more likely to try Chef Boyardee if the comparison shows clear health benefits over a competitor?

- Yes, I'd be more likely to try it
- Maybe, depending on the other factors
- No, I'd stick with my current choice
- I don't trust comparisons

5. How much influence do you think an influencer's opinion has on your food choices?

- A lot
- Somewhat
- Not much
- Not at all



APPENDIX: SURVEY QUESTIONNAIRE

6. What type of influencer endorsement would be most persuasive to you?

- Celebrity chef or nutritionist
- A relatable, everyday person (e.g., a mom, college student)
- A health-focused or fitness influencer
- An influencer with a comedic or fun vibe

7. How important is convenience when choosing a meal, especially for a quick snack or lunch?

- Very important
- Somewhat important
- Not that important
- Not important at all

8. Would you be more likely to purchase Beefaroni if you were looking for a fast, hassle-free meal?

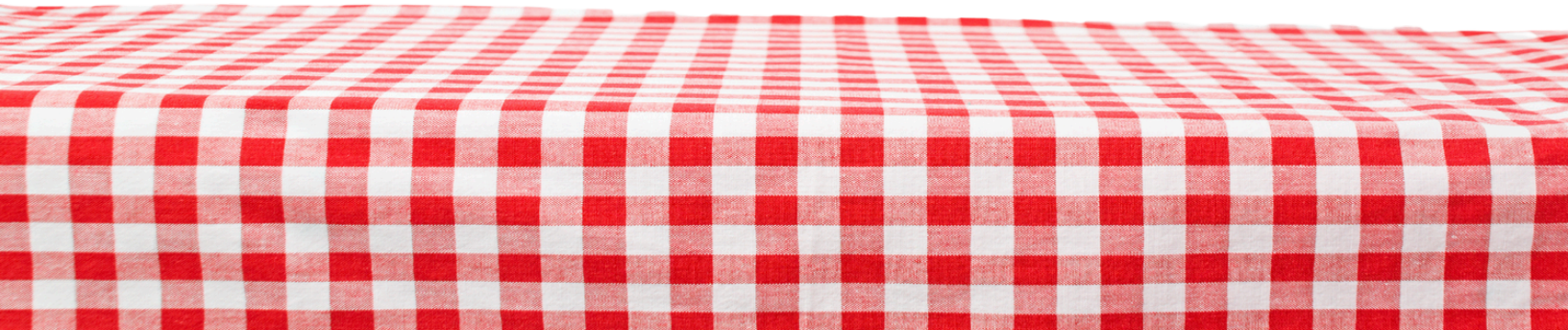
- Yes, definitely
- Maybe
- Probably not
- Absolutely not

9. How likely are you to act on a promotional deal you see on TikTok for Beefaroni (discounts or buy-one-get-one free)?

- Very likely
- Likely
- Unlikely
- Very unlikely

10. What type of TikTok content would encourage you to take advantage of a Beefaroni promotion?

- Fun, creative videos (e.g., recipe ideas, challenge)
- An ad that gives you childlike nostalgia
- Influencer endorsements
- Discount codes or giveaways



APPENDIX: SURVEY QUESTIONNAIRE

11. How would you feel about an ad claiming Beefaroni is a “cure for munchies”?

- Amused and intrigued
- Confused but curious
- Skeptical but open to it
- Not interested at all

12. Which of these products do you purchase most?

- Kraft mac and cheese
- Campbells soup
- Chef boyardee beefaroni

13. Would an ad like that make you more likely to purchase Beefaroni for a late-night snack?

- Yes, definitely
- Maybe, depending on other factors
- No, I wouldn't base my purchase on that
- I don't get "munchies" often

14. Which of these ideas would make you want to try chef boyardee beefaroni

- A creative ad telling you that chef boyardee is fast and easy
- A creative ad telling you chef boyardee is healthier than Kraft mac and cheese
- A creative ad showing you how to cure a case of the munchies

SURVEY LINK

https://docs.google.com/forms/d/e/1FAIpQLScOh5PJj2G7rsHGHWFsqJDEp5wtgl_eLrjRykmGMOo9e85Kg/viewform?usp=preview

