

# BEEFARONI



## GROUP 2

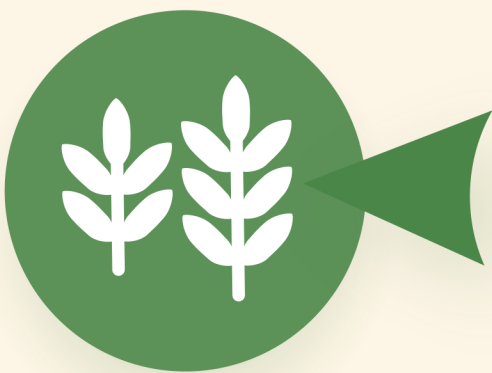
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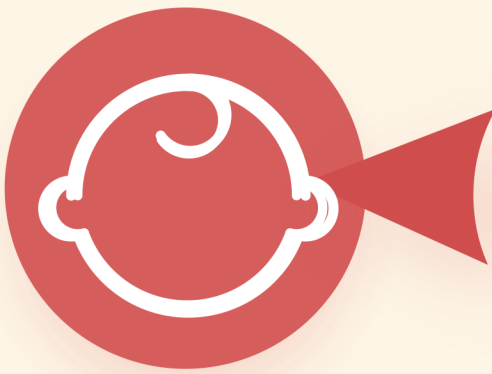
# EXECUTIVE SUMMARY



## CRITICAL FACTORS



**STIGMA AROUND INGREDIENTS**  
Our target audience is looking for healthier food options to maintain healthier lifestyles. Chef Boyardee is committed to having no artificial flavors, preservatives, or coloring- using the freshest ingredients per can.



**KIDS MEAL**  
Beefaroni catches the eyes of those who enjoy ready-to-eat meals. Using nostalgia as a factor could persuade buyers after seeing the affordability and efficiency of this product.



**AWARENESS**  
Many Beefaroni buyers are high school or college graduates. The median income for those 18-24 is less than \$29,000 per year.

## THE PROBLEM

What is the best way to appeal to the new target audience of U.S. adults, 18-24 years old.

## CREATIVE STRATEGY



Ration and Acute Need-  
"Heat & Eat"



Ego and Sensory-  
"The Taste That Can Take You Back"



Social and Ration-  
"There's Nothing Artificial About Beefaroni"

## CONCEPT TESTING METHOD

A Google Form survey was sent out to 60 people between the ages of 18-24 years old. They were given a series of questions in order to determine in their opinion which concept was deemed the best.

## RESULTS

	Believability	Uniqueness	Relevancy	Purchase Intent
Convenience	4.17	2.67	3.23	3.20
Nostalgia	3.62	2.93	2.88	3.05
Ingredients	2.90	2.60	3.10	2.85

## RECOMMENDATIONS

Concept 1 was able to convey a clear message to study participants and achieved the highest level of agreement in contrast to the other two concepts. Chef Boyardee should emphasize affordability and its simplicity.



# The Problem

Chef Boyardee wants to set an overall message strategy that will provide the foundation for marketing communication plans for the Beefaroni product over the next year. The company wants to know what kind of broad appeals should be used in developing that message strategy to its new target audience of U.S. adults, 18–24 years old.



## Critical Factors

### Stigma Around Ingredients

When people hear the words ‘canned food’ they often unconsciously associate it with low nutritional value and processed or artificial ingredients. According to research done by the Journal of Health Psychology and Behavioral Medicine, emerging adults within our target audience are attempting to make healthier food choices in an attempt to live healthier lives. With this in mind, it is possible that our target audience would avoid our brand if they adhered to the stigmatized view of canned food as bad for your health. Chef Boyardee has always prided itself on fresh ingredients with no artificial flavors, preservatives or colors. In order to attract our new target audience of 18–24 years old, our team feels that it is very important to inform them of Chef Boyardee’s commitment to filling each can of Beefaroni with the freshest ingredients.



## Kids Meal

The reputation that Chef Boyardee has established for themselves is a family friendly product that suffices as a low preparation meal that kids love. Currently, the brand largely appeals to parents grocery shopping for families and the convenience being a leading factor for purchase. According to a survey published by Statista, 76% of participants answered that the quick and easy element of ready-to-eat meals influenced their purchase decision. Beefaroni is a go-to for parents to make for their children. To appeal to the target audience with this critical factor, we need to play into the nostalgic aspect of Beefaroni. Since most of our target audience is familiar with Beefaroni and other Chef Boyardee products from their childhood, it can give them a nostalgic feeling when eating it now as an adult. Nostalgic advertising works with consumers because it creates an emotional connection with the brand, associating the positive memories from the past with the product. With this critical factor established, communicating with the target audience that Beefaroni is not just a product for busy parents, but can be enjoyed by young adults on a budget that's easy to make is going to be key. The kids meal critical factor can be transformed into nostalgic experience that takes them back to memories and flavors from their childhood.

## Awareness

When examining the factors that are preventing Chef Boyardee's Beefaroni from appealing to the market of 18-24 year olds, lack of awareness of the affordability and efficiency seem to have been an issue. Chef Boyardee has been around since 1966 and has remained true to themselves as an affordable, healthy, quick option. However, as time has progressed, Chef Boyardee's Beefaroni has lost traction when it comes to keeping up with the older audiences.



As many individuals within this age group are recent high school or college graduates, embarking on their next journey, it can be very easy to forget to go back to the basics, such as Chef Boyardee's Beefaroni. According to an August 2022 report, the median income for those 18-24 is less than \$29,000 per year. While the majority of individuals aren't making an ideal yearly income, worrying about your next meal can often be a concern. By acknowledging these critical factors, we feel the best course of action is to target our audience of 18-24 year olds, by educating them on the affordability and efficiency, as well as bring awareness to all that Chef Boyardee's Beefaroni offers.

## Creative Strategies

The three strategies that were tested were ration/acute need, ego/sensory, and social/ration. The ration/acute need strategy was used in the "Heat & Eat" concept because it emphasizes how Beefaroni is convenient, efficient, and affordable. The ego/sensory strategy was used in the "The Taste That Can Take You Back" concept because it talks about how you can experience a nostalgic feeling by eating Beefaroni. The last strategy, social/ration, was used in the "There's Nothing Artificial About Beefaroni" because it addresses the stigma around the ingredients of Beefaroni and emphasizes its good qualities.

## Concept Testing Method

The testing method used was a Google Form survey that was sent to friends and classmates that fit the target audience. Over the course of 36 hours the survey collected 60 responses. Each of the three concepts, were presented prior to the questions regarding the main point, believability, uniqueness, relevance, and whether the participants would purchase the Beefaroni.

After the participants completed the questions pertaining specifically to the concepts, they were then asked which of the three concepts were their favorite and why. Throughout the collection of this survey, participants emails were recorded to ensure accuracy and prevent multiple responses.

## Results

	Believability	Uniqueness	Relevancy	Purchase Intent
Convenience	4.17	2.67	3.23	3.20
Nostalgia	3.62	2.93	2.88	3.05
Ingredients	2.90	2.60	3.10	2.85

From the survey, we were able to conclude that concept 1, "Heat & Eat" was voted the favorite from our participants. The "Heat & Eat" concept was geared towards informing the audience of the convenience that Beefaroni offers and proved true as it resonated with our audience more so than the other concepts. Of those that voted for concept 1, many cited the simplicity of the message made this concept their most favored in three categories, believability, relevancy, and purchase intent.

In regards to uniqueness the second concept that conveyed a nostalgic message, "The Taste that Can Take You Back", scored higher than the other two concepts. While there wasn't a large difference between the three, the difference was enough to conclude that concept 2 was more effective in the message delivery.

Concept 3, "There is Nothing Artificial About Beefaroni" which focused on the ingredients that Chef Boyardee uses, scored the lowest in all four categories, making this concept the least favored.



# Recommendation

All factors considered, our recommendation is to proceed with concept 1, "Heat & Eat," if Chef Boyardee intends to reach out to the 18-24 age demographic. Concept 1 was able to deliver a straightforward message to the survey participants, resulting in the highest approval rating as opposed to the other two concepts. The message that concept 1 was portraying was the simplistic nature of Beefaroni. When targeting this audience of 18-24 year olds, understanding that quick and easy meals are always a crowd favorite with this age group. All of this combined with the affordability of Beefaroni made for a high purchase intent. Together, these factors made concept 1 the most popular between the three concepts, and resulted in the most favored out of the three.

Moving forward, Chef Boyardee needs to focus on highlighting these traits that make their Beefaroni, the perfect choice for a quick and affordable meal.



# Appendix A

## Concept 1

### Heat & Eat



Beefaroni is a simple meal that can be ready to eat in just 90 seconds and requires no additional preparation for less than \$5.

Beefaroni is a canned pasta dish that serves as a nutritious meal. With no preservatives or artificial ingredients, Chef Boyardee's Beefaroni has been a staple for many since 1966. Beefaroni is a tasty, inexpensive option for lunch or dinner in a rush.



## Concept 2

# The Taste That Can Take You Back



Chef Boyardee has been feeding the World for over a century. Take a bite of nostalgia when it comes to your next meal.

Beefaroni is a canned pasta dish that serves as a nutritious meal. With no preservatives or artificial ingredients, Chef Boyardee's Beefaroni has been a staple for many since 1966. Beefaroni is a tasty, inexpensive option for lunch or dinner in a rush.

## Concept 3

# There's Nothing Artificial About Beefaroni



Chef Boyardee dedicates themselves to filling every can of Beefaroni with the highest quality natural ingredients with no artificial flavors or preservatives.

Beefaroni is a canned pasta dish that serves as a nutritious meal. With no preservatives or artificial ingredients, Chef Boyardee's Beefaroni has been a staple for many since 1966. Beefaroni is a tasty, inexpensive option for lunch or dinner in a rush.



# Appendix B

## Survey

### Demographic Question

1. Are you between the ages of 18-24?
  - Yes (continue to question 1)
  - No (end survey)

### Concept 1 Questions

1. What was the main idea that Concept 1 told you about?
  - Short answer
2. How believable was concept 1?  
Not Believable      1      2      3      4      5      Very Believable
3. Which option best describes how unique or not unique you feel this product is, compared to other similar products?  
Not Unique   1      2      3      4      5      Very Unique
4. Which option best describes how relevant this concept is to your wants and needs?  
Not Relevant   1      2      3      4      5      Very Relevant
5. Think about the product description you just read. What is the likelihood you would purchase this product?  
I would NOT buy this      1      2      3      4      5      I would DEFINITELY buy this

### Concept 2 Questions

1. What was the main idea that Concept 2 told you about?
  - Short answer
2. How believable was concept 1?  
Not Believable      1      2      3      4      5      Very Believable
3. Which option best describes how unique or not unique you feel this product is, compared to other similar products?  
Not Unique   1      2      3      4      5      Very Unique
4. Which option best describes how relevant this concept is to your wants and needs?  
Not Relevant   1      2      3      4      5      Very Relevant
5. Think about the product description you just read. What is the likelihood you would purchase this product?  
I would NOT buy this      1      2      3      4      5      I would DEFINITELY buy this

### Concept 3 Questions

1. What was the main idea that Concept 2 told you about?
  - Short answer
2. How believable was concept 1?  
Not Believable      1      2      3      4      5      Very Believable
3. Which option best describes how unique or not unique you feel this product is, compared to other similar products?  
Not Unique    1      2      3      4      5      Very Unique
4. Which option best describes how relevant this concept is to your wants and needs?  
Not Relevant    1      2      3      4      5      Very Relevant
5. Think about the product description you just read. What is the likelihood you would purchase this product?  
I would NOT buy this      1      2      3      4      5      I would DEFINITELY buy this

### Final Questions

1. Based on the three concepts you read, which concept was your favorite?
  - “Heat & Eat”
  - “The Taste That Can Take You Back”
  - “There is Nothing Artificial About Beefaroni”
2. Why was this concept your favorite?
  - Paragraph answer
3. Thank you!  
Your responses have been recorded. Thank you for your time!



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