

Team Franchise Tag's Approach to Improving Marketing on Bagel Bites

Bites

One Page Fact Sheet

Our Mission:

Revive Bagel Bites as a culturally relevant, high-quality frozen snack for Gen Z and young millennials through a limited-edition relaunch that balances nostalgia, modern taste, and digital culture.

Brand Challenge:

Bagel Bites is losing market share as health-conscious consumers seek cleaner, more transparent snack options. Competitive brands offer organic, plant-based alternatives and use modern storytelling to maintain relevance.

Company Overview:

Kraft Heinz products sold in over 40 countries and more than 200 brands in its portfolio, they generates over \$26 billion in annual revenue, but legacy brands like Bagel Bites are ready for revitalization to meet today's demands.

Strategic Solution:

- ✓ New packaging (retro + minimalist + interactive)
- ✓ Limited-edition flavors
- ✓ Social-first marketing strategy
- ✓ Loyalty & rewards programs
- ✓ Gen Z-centered buyer journey

We're investing \$1.1M over three years to relaunch Bagel Bites. This phased budget aligns with industry standards and is designed to boost short-term sales by 10–25%, increase repeat customers through loyalty programs, and drive 5–8% long-term growth.

Target Persona:

Primary Audience:

- Ages 13–30 (Gen Z & young millennials)
- Active on TikTok & Instagram

Values:

- Bold flavors, convenience, clean ingredients
- Engaging digital experiences & social participation.

Bagel Bites Rebrand | FAQs

1. Why rebrand Bagel Bites now?

Bagel Bites is losing relevance with Gen Z and young millennials. This rebrand addresses changing consumer demands for better ingredients, modern flavor profiles, and **digital engagement**.

2. What's changing in the product?

While the core product remains, we're launching **limited-edition flavors**, updating packaging, and introducing cleaner ingredient messaging to align with current trends.

3. How will success be measured?

Key metrics include social engagement, sales growth from limited-edition flavors, loyalty program participation, and customer retention post-launch.