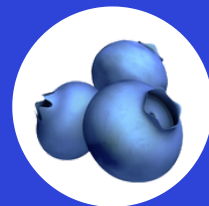


UNDERGRADUATE RESEARCH & ENGAGEMENT SYMPOSIUM

TEAM BLUEBERRIES

APRIL 19TH, 2021



Our Mission

**HOW MIGHT THE
CHICAGO FARMERS
MARKET COLLECTIVE
CREATE A UNIFIED
DIGITAL MARKETING
STRATEGY?**

Our Values

Team Blueberries values conducting and collecting reliable and insightful data for the benefit of the CFMC.

We value empathy, teamwork, anti-racist practices, vulnerability, and ingenuity.

With these values, we hope to equip the CMFC with the insights needed to create a unified digital marketing strategy.

CLIENT

The Chicago Farmers Market Collective (CFMC) is a group of farmers markets that provide locally sourced produce to different neighborhoods throughout the city of Chicago. Ultimately, CFMC needs to increase community engagement through digital strategies.

NEED 1

CFMC wants to determine their target market and attain a platform for connecting their customers to their vendors, while making the experience welcoming and equitable for all.

NEED 2

“We would like to find a way to speak out on the importance of purchasing groceries in the hopes that it will drive in multiple segments for the market.” - Sheree Glenwood

NEED 3

CFMC has been so focused on the functional legalities of running each individual market, that developing intentional marketing strategies have taken a back-seat.

OUR CLIENT & THEIR NEEDS

RESEARCH OBJECTIVES

1

To understand the utility of farmers markets to the current consumers

5

To identify optimal channels of communication through which CFMC can interact with consumers

2

To determine prices that consumers are able to pay for CFMC goods

6

To assess which target markets have a preference for farmers markets over grocery stores

3

To determine a specific target market for CFMC to appeal to

7

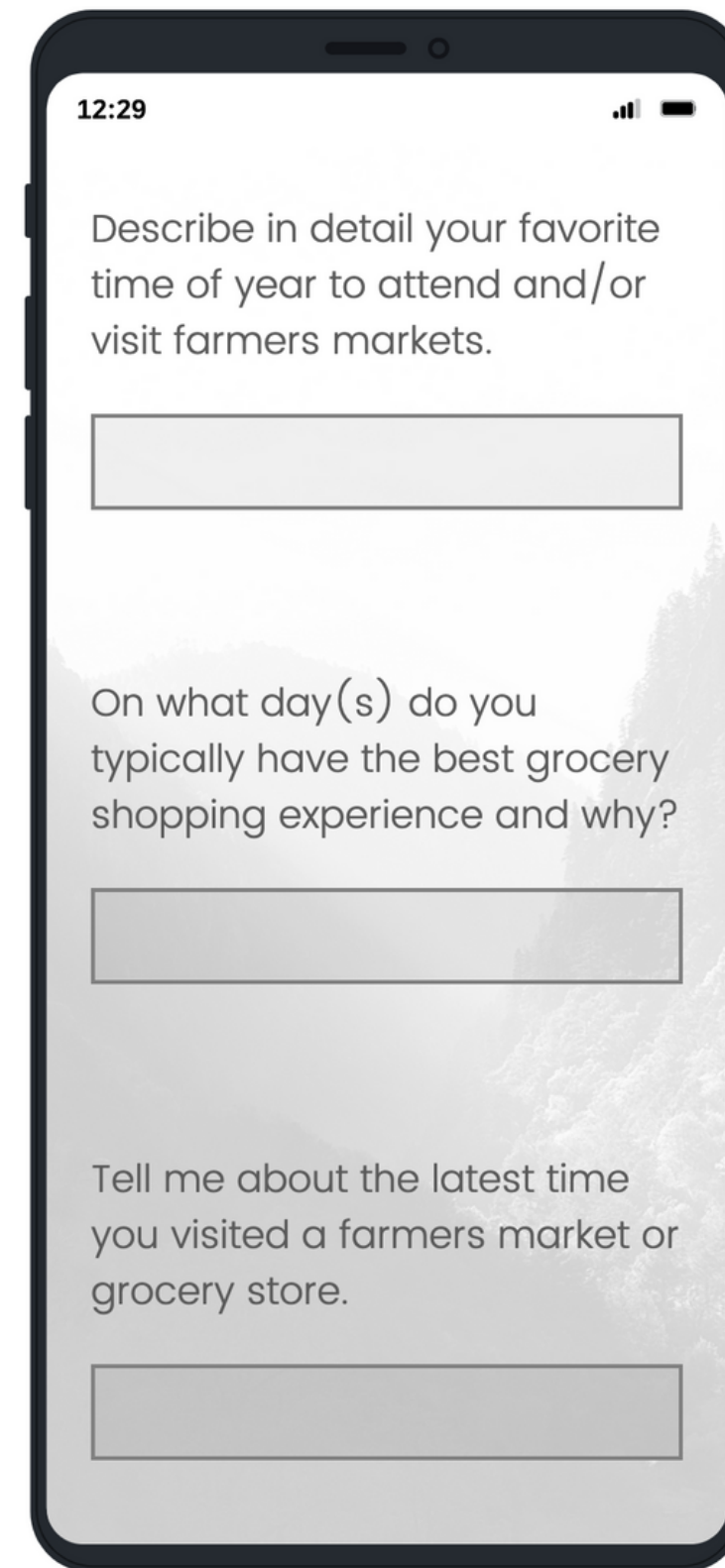
To understand what drives consumer satisfaction within CFMC markets

4

To discover consumers' current perceptions around farmers markets

Team Blueberries designed qualitative research collection by conducting in depth interviews of a targeted audience selected by our team.

Exploratory data was collected through online interviews via zoom, where each research objective was answered with a series of thought provoking and interactive questions.



12:29

Describe in detail your favorite time of year to attend and/or visit farmers markets.

On what day(s) do you typically have the best grocery shopping experience and why?

Tell me about the latest time you visited a farmers market or grocery store.

RESEARCH
DESIGN:
QUALITATIVE

RESEARCH DESIGN: QUANTITATIVE

12:29

How much do you spend on produce every week?

\$0 - \$30

\$31 - \$60

\$61 - \$90

\$91 - \$120


\$121 - \$150

How important are the following factors in determining your spending on produce? (1 = Not at all Important, 5 = Very Important)

	1	2	3	4	5
Freshness					
Locally Grown					
Fair for Farmers					

12:29

What media channel will you use to interact with community members/organizations?



How do you typically find information on local business' promotions? (choose all that apply)

Word of Mouth

Media Posts

Local News sources

Via Community Organizations

Advertisements in Places of Community Gathering

Our quantitative data was created as a way to be as direct, exact, and specific as possible. Team Blueberries wanted to empathetically gather data that would allow us to measure set variables that will further us in our mission.


In order for Team Blueberries to properly quantify the problem at hand, each participant needed to fill out each question asked within our survey. Each individual submission will be measured and analyzed through Qualtrics.

ABOUT US

Team Blueberries is a dynamic team comprised of current Juniors and Seniors in the Quinlan School of Business at Loyola University Chicago.



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