

The University of Akron

IdeaExchange@UAkron

Williams Honors College, Honors Research
Projects

The Dr. Gary B. and Pamela S. Williams Honors
College

Spring 2024

Sugardale Marketing Research - Group 5

Alex Gee
ajg180@uakron.edu

Greg Lewis
gjl22@uakron.edu

Carley Nastasi
cmn77@uakron.edu

Anna Nosek
an148@uakron.edu

Anna Pond
ap293@uakron.edu

Follow this and additional works at: https://ideaexchange.uakron.edu/honors_research_projects



Part of the [Marketing Commons](#)

Please take a moment to share how this work helps you [through this survey](#). Your feedback will be important as we plan further development of our repository.

Recommended Citation

Gee, Alex; Lewis, Greg; Nastasi, Carley; Nosek, Anna; and Pond, Anna, "Sugardale Marketing Research - Group 5" (2024). *Williams Honors College, Honors Research Projects*. 1737.
https://ideaexchange.uakron.edu/honors_research_projects/1737

This Dissertation/Thesis is brought to you for free and open access by The Dr. Gary B. and Pamela S. Williams Honors College at IdeaExchange@UAkron, the institutional repository of The University of Akron in Akron, Ohio, USA. It has been accepted for inclusion in Williams Honors College, Honors Research Projects by an authorized administrator of IdeaExchange@UAkron. For more information, please contact mjon@uakron.edu, uapress@uakron.edu.

Group 5 Presentation

By: Alex Gee, Carley Nastasi,
Gregory Lewis, Anna Pond, Anna
Nosek



Meet the Team



The problem

Research process

Target audience demographics

Explain recommendations

Show marketing content

Final conclusions and questions





Main Problem Addressed:

Marketing bacon to
20-25 year olds to
motivate purchase

Robust Research Process



Relevant Demographics

- Mostly college-aged: 20-26
 - 81% 20-23 years old
 - 19% 24-26 years old
- Survey: 44% male & 56% female
- Some college / Bachelor's degree



Key Learnings from Research

Consumers feel having to repackage bacon is inconvenient

Sugardale website is not user friendly

Verified accounts have more success on social media

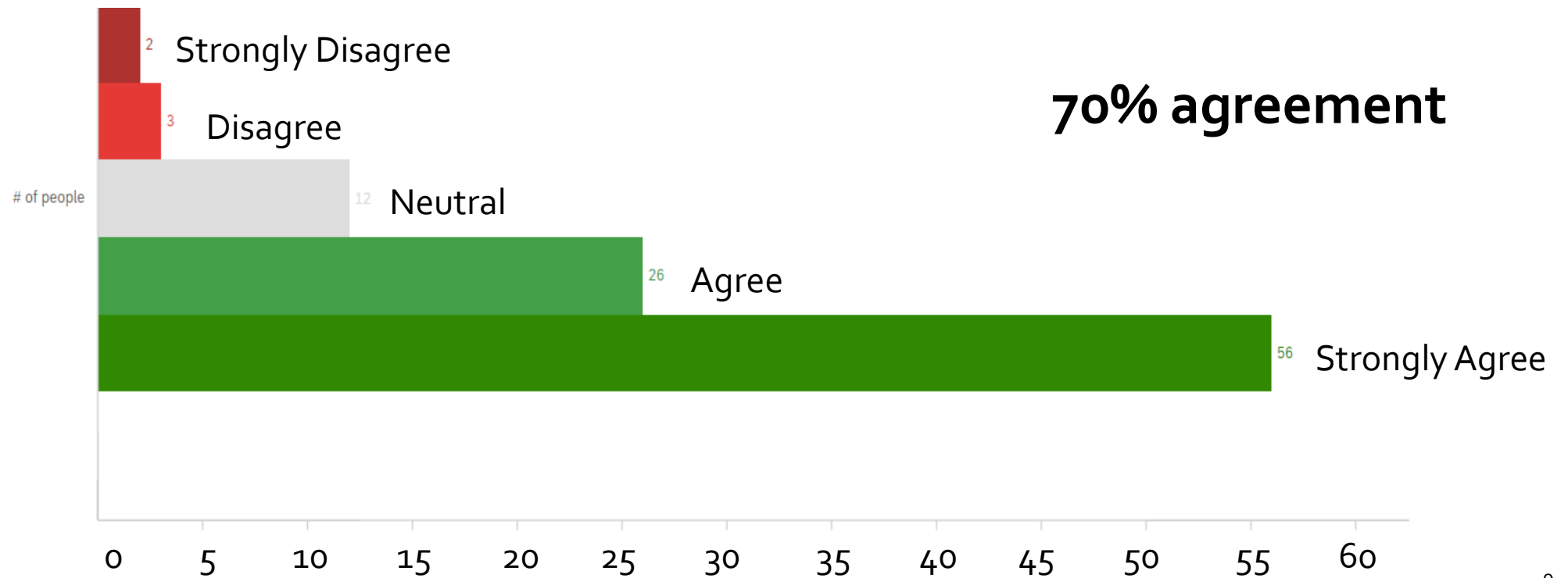
Consumers enjoy watching short recipe videos on social media

#BaconOnlyBetter is confusing, but other hashtags should be used

Recommendations

1. Resealable Packaging will Increase Bacon Sales

Resealable bacon packaging is more convenient to use than non-resealable bacon packaging



Focus Group Participants Endorsed Resealable Packaging

"I live by myself, and I can't eat a whole package of bacon by myself in one sitting"

- Male, 21

"Keeps it fresh longer"

- Female, 20

"I would 100% buy more if it was resealable"

- Male, 27

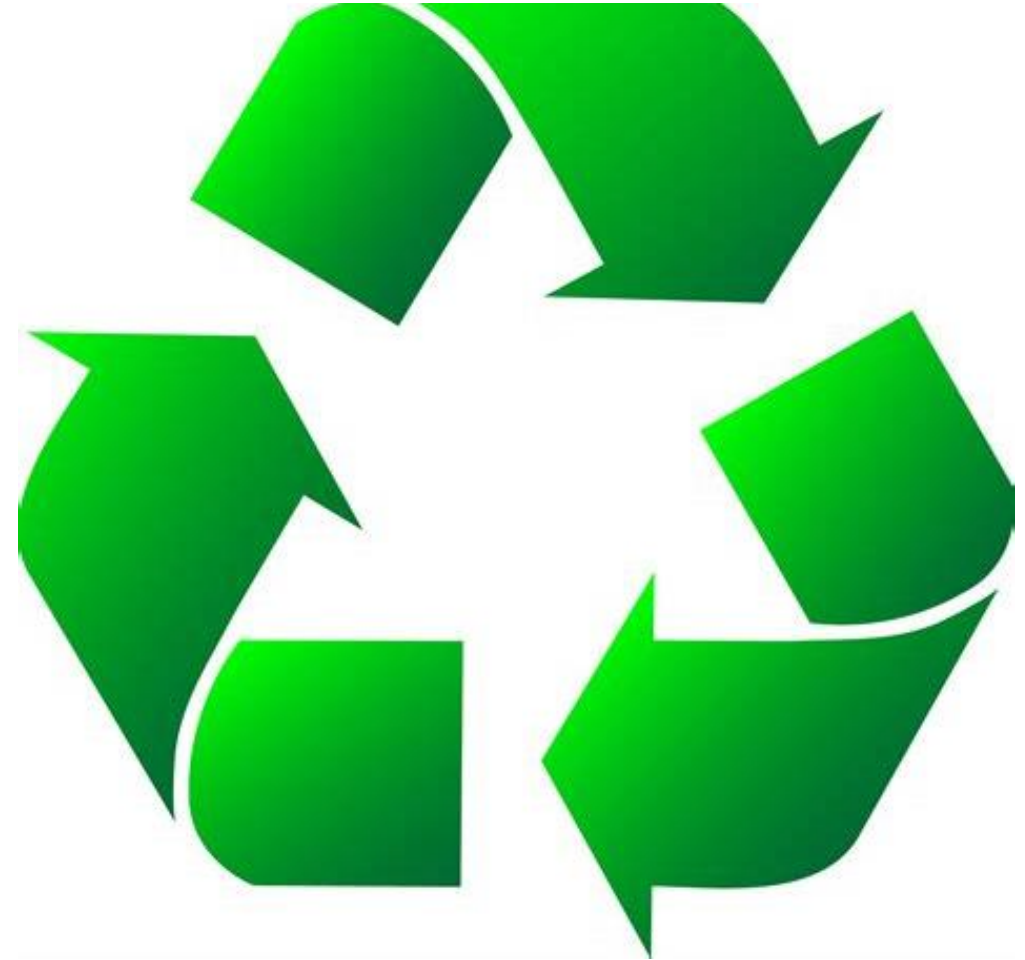
Resealable Packaging Options

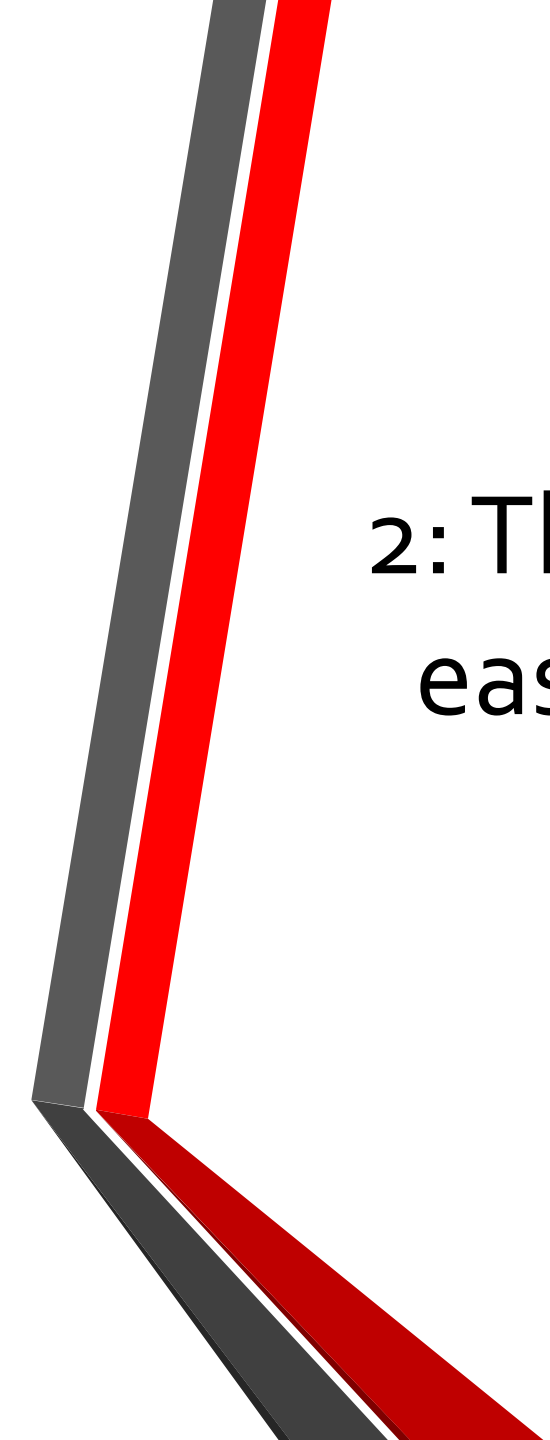
- Sliding channel sealing
- Adhesive based resealing.



Resealable Packaging Reasons

- Consumers do not usually consume the whole package of bacon at once and feel that it is wasteful to have to repackage it.

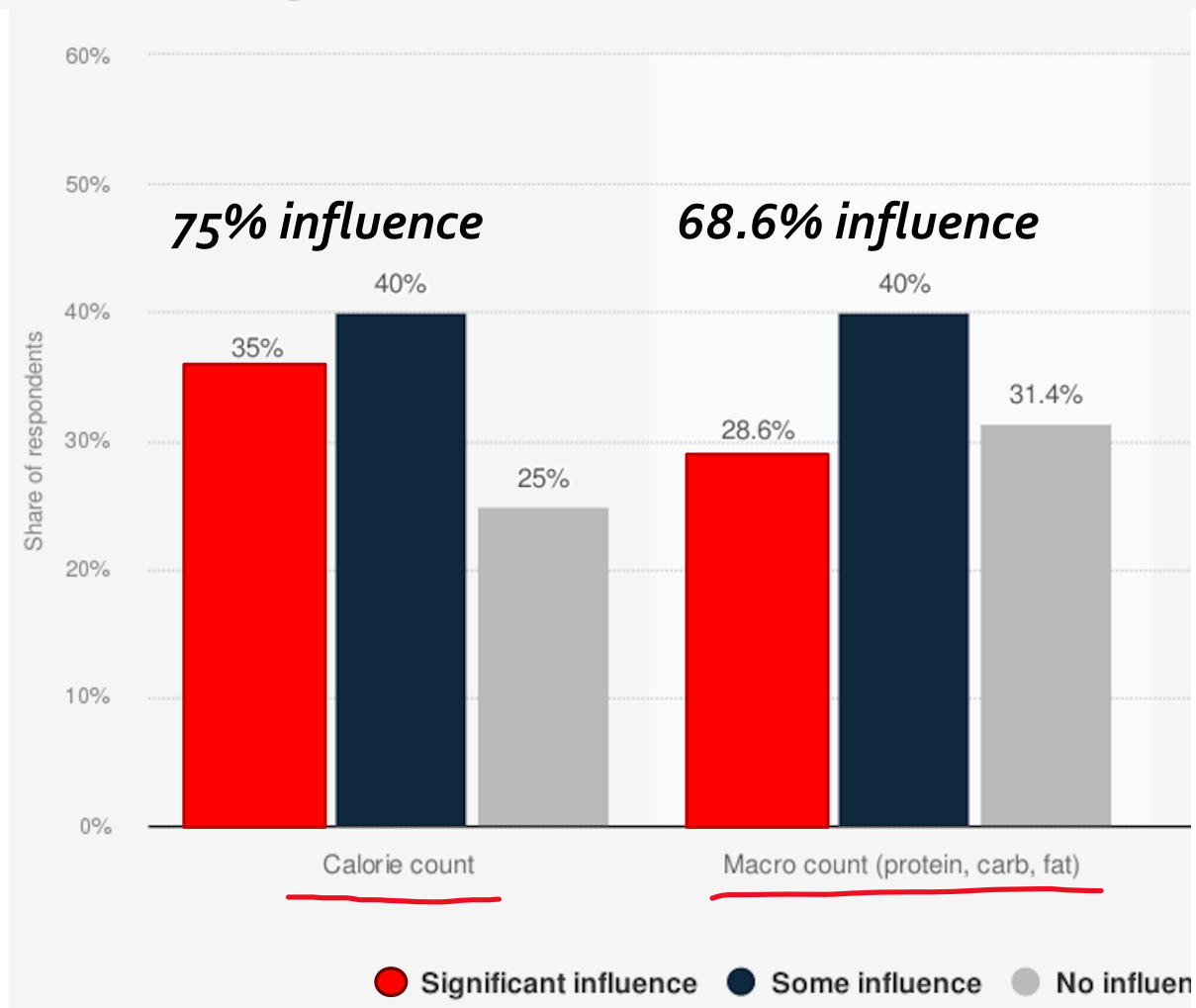




2: The website can be modified to make it easier to navigate & push content more effectively

Add calorie count and average cost to recipes


Factors influencing what snacks to eat for Gen Z in the U.S. as of 2022



Source: Statista

Add calorie count and average cost to recipes


Before:



Ready Bacon Breakfast Sandwich

PREP TIME 5 MIN	TOTAL TIME 10 MIN	SERVINGS 1
---------------------------	-----------------------------	----------------------

After:



Ready Bacon Breakfast Sandwich

PREP TIME 5 MIN	TOTAL TIME 10 MIN	SERVINGS 1
CALORIES 450	AVERAGE COST \$3.50	PROTEIN 20 g

Add a Sort By Meal Filter

Appetizers



Bacon, Shrimp and Crawfish Skewers

It's surf and turf on our home turf: thick-cut bacon. The



Bacon Wrapped Lit'l Smokies® Sausages

Featuring Wright® Brand Bacon & Hillshire Farm® Lit'l



Bacon Backyard Corn

We've always loved the taste of corn, but there's a certain savory... [Full Recipe](#)

Add TikTok icon

Before:



[Our Story](#)

[Products](#) ▾

[Recipes](#)

[Events](#)

[Where to Buy](#)



After:



[Our Story](#)

[Products](#) ▾

[Recipes](#)

[Events](#)

[Where to Buy](#)



Fix recipe videos on recipes pages

Pepperoni Pasta Salad

PREP TIME	TOTAL TIME	SERVINGS
15 MIN	20 MIN	4-6
SHARE THIS RECIPE		PRINT THIS RECIPE

Ingredients

- 1 cup Sugardale Pepperoni
- 1 lb. pasta
- ½ cup black olives
- ½ cup tomato
- ½ cup banana peppers
- ½ cup fresh mozzarella balls
- ¼ cup parmesan, grated
- 1 medium red onion, chopped
- 1 cup Italian dressing
- Parsley for garnish



Directions

1. Cook the pasta according to the instructions on the container. Drain and let cool.
2. In a large bowl combine all ingredients and mix well until fully coated.
3. Garnish with parsley and serve.

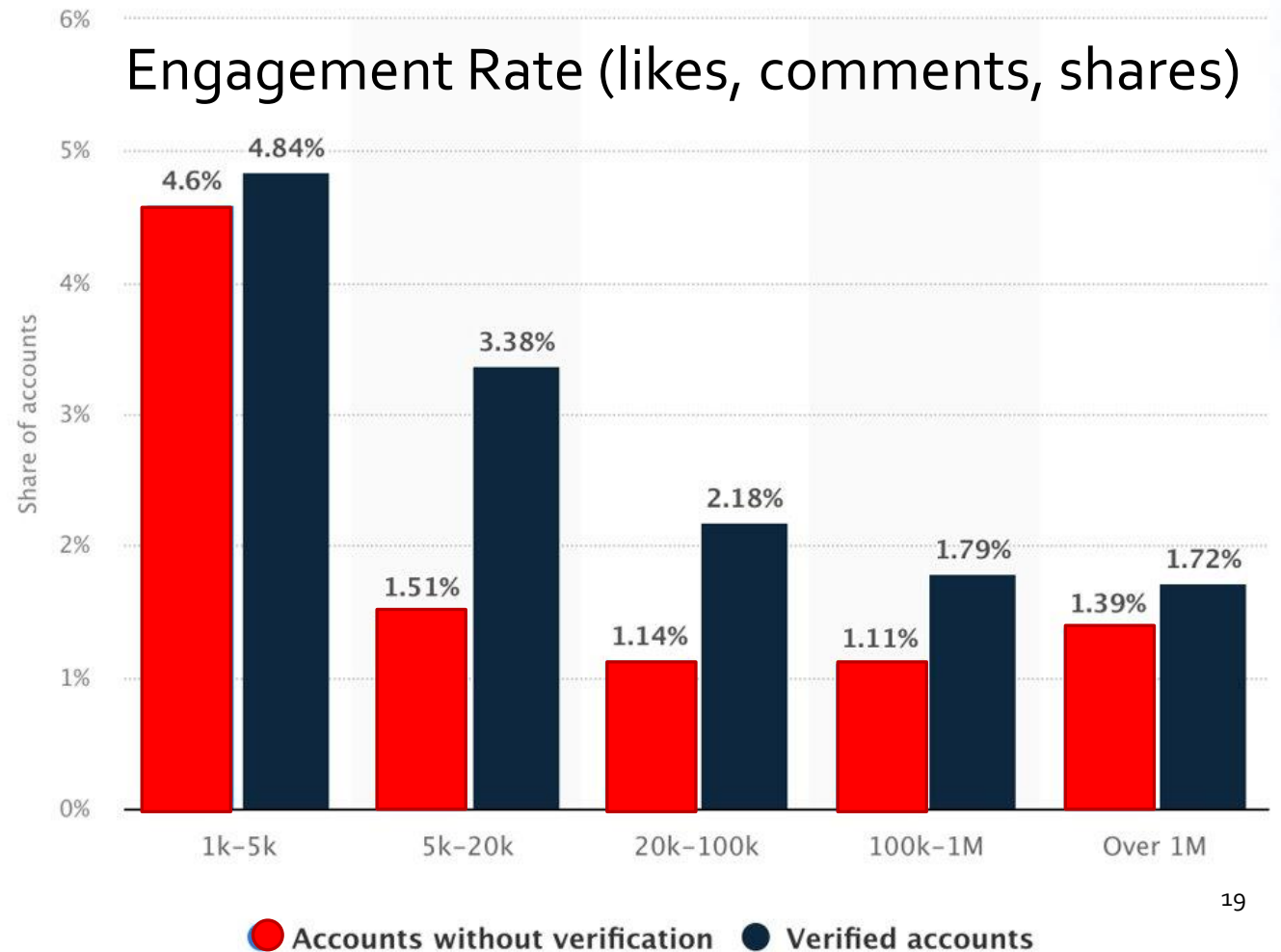


This content is blocked. Contact the site owner to fix the issue.

3. Lack of social media verification is hurting Sugardale

"I was following an account for a while and then I saw they got verified and I thought oh my goodness they are a big deal now."

- Female, 20



Source: Statista

Verification is EASY & FREE

- Instagram – Fill out a simple form in settings
- TikTok – Create business account and apply for business verification in settings



Competitors are already verified



jimmydean ✓

Jimmy Dean • 16.4K followers



smithfieldbrand ✓

Smithfield Brand • 19.8K followers



hormelfoods ✓

Hormel Foods • 12.3K followers



boarshead_official ✓

Boar's Head • 91.3K followers



oscarmayer ✓

Oscar Mayer • 42.3K followers

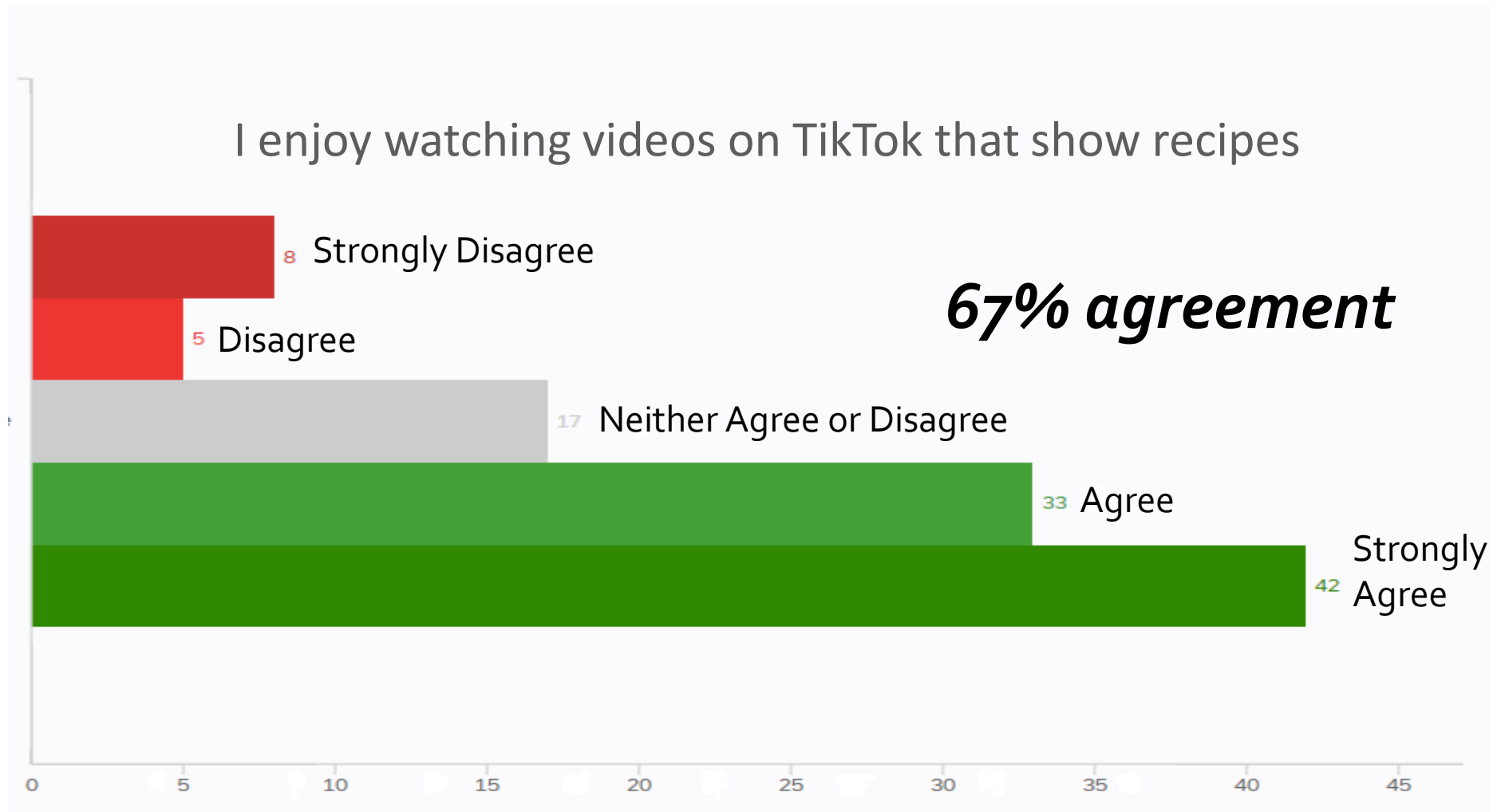


sugardalefoods

Sugardale • 7422 followers

4. Recipe Videos Are Enjoyable

Especially effective on TikTok



Shorter recipe videos are more engaging

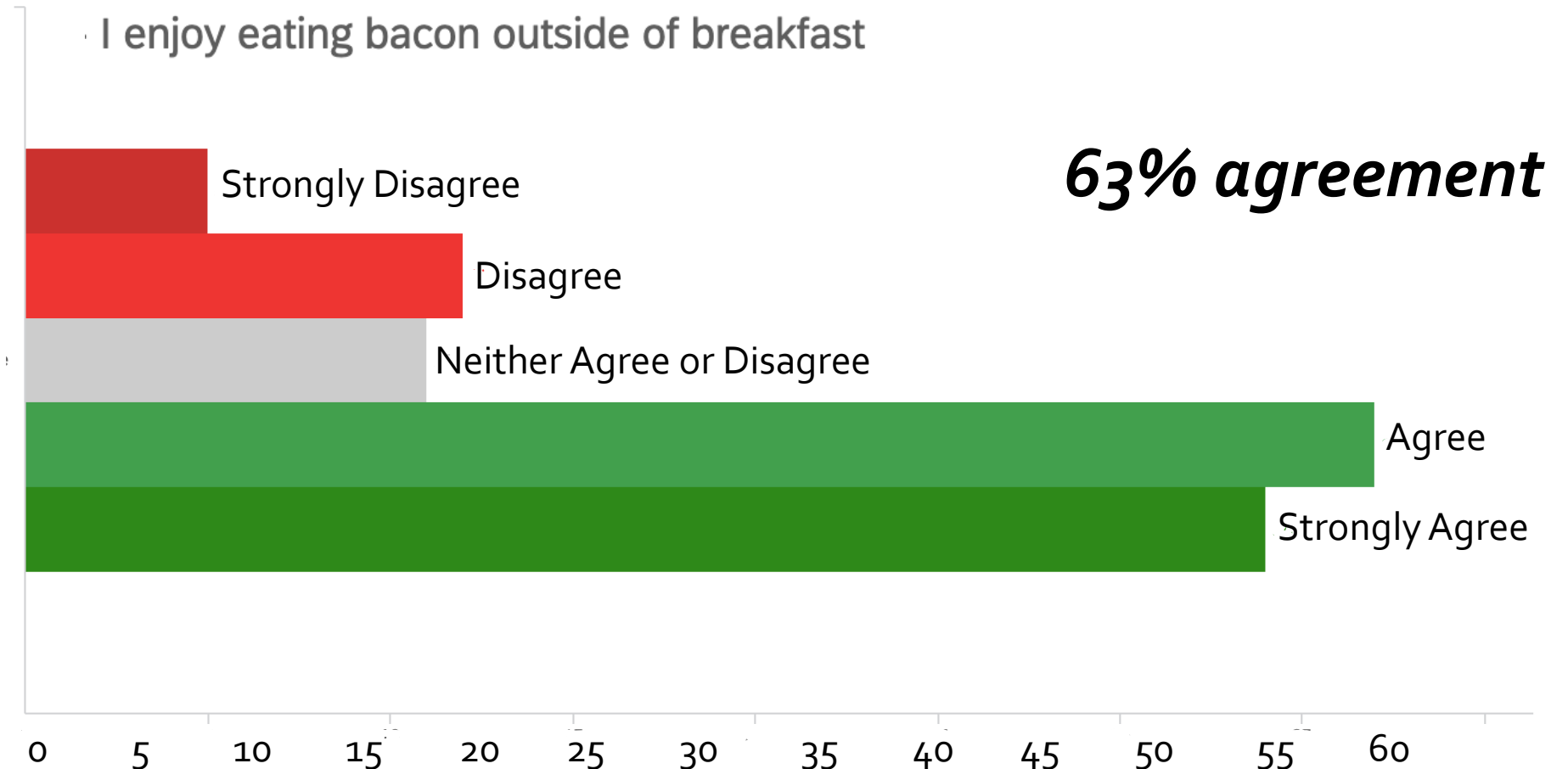


"The average attention span of a millennial is a whopping 12 seconds"



"For Gen Zers, that number is an even more disappointing 8 seconds"

Eating bacon outside of breakfast is enjoyable





5. #BaconOnlyBetter
should be phased out,
and replaced with
a different hashtag

Focus Group Feedback: #BaconOnlyBetter is misleading

"Reminds me of can't believe it's not butter. Like it seems like it's not real bacon."

- Male, 21

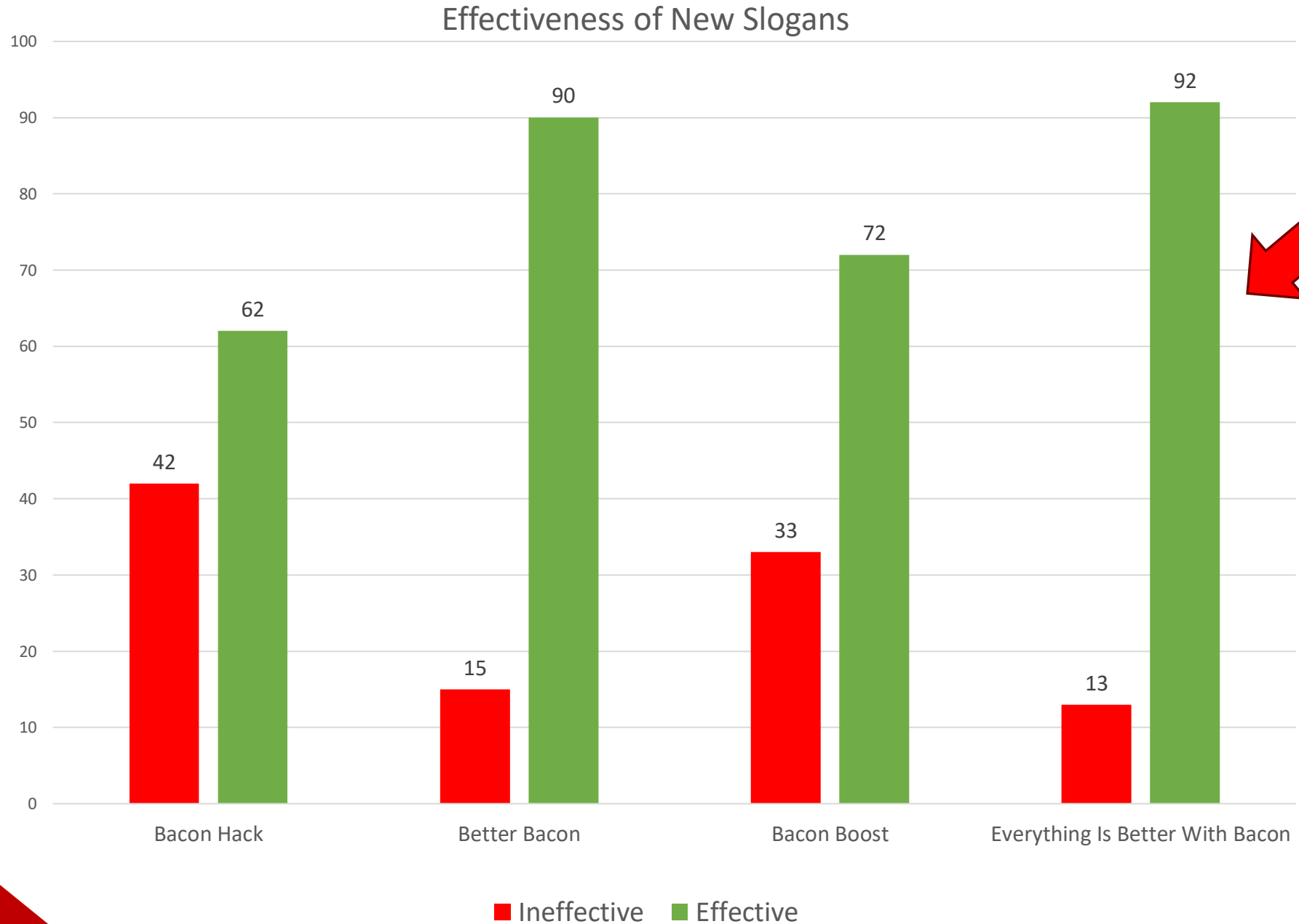
"Not bacon because it sounds like something that is trying to take you away from bacon."

- Female, 21

"Sounds like it alluding to something else."

- Male, 20

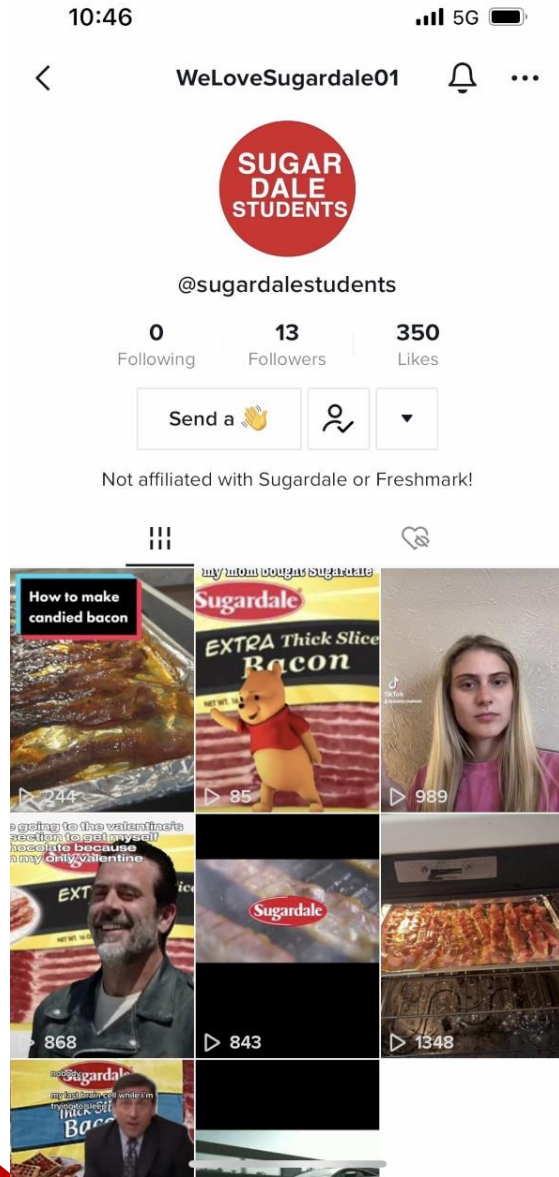
Better Slogans Discovered



#EVERYTHINGSBETTERWITHBACON



Test TikTok Campaign



- Implemented recommended hashtags
- Posted very short and quick videos
- Used trending TikTok sounds
- Used free editing tool called Capcut that has premade video templates

TikTok Campaign Results

Sugardale's current
TikTok engagement:

Total views: 114k
Total likes: 325
Percentage of likes to
views: 0.28%
Followers: 8

Our sample TikTok
engagement:

Total views: 5706
Total likes: 350
Percentage of likes to
views: 6.13%
Followers: 13

22x higher likes engagement per view on our videos

Key Takeaways

- Resealable packaging is more appealing to target audience
- Website can be modified to increase functionality and drive more sales
- Social media verification is very easy to obtain and will increase engagement
- Recipe videos are a great way to showcase products on social media
- #BaconOnlyBetter should be removed and replaced with a more effective hashtag



Thank You! Questions?