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The Dr. Gary B. and Pamela S. Williams Honors
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Sugardale Marketing Research Project

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**TOP DOG
CONSULTING**

STRATEGIC MARKETING



RECOMMENDATIONS AND RESEARCH

CONTENT

01

KEY OBJECTIVES

02

CARE™

03

RECOMMENDATIONS

KEY OBJECTIVES

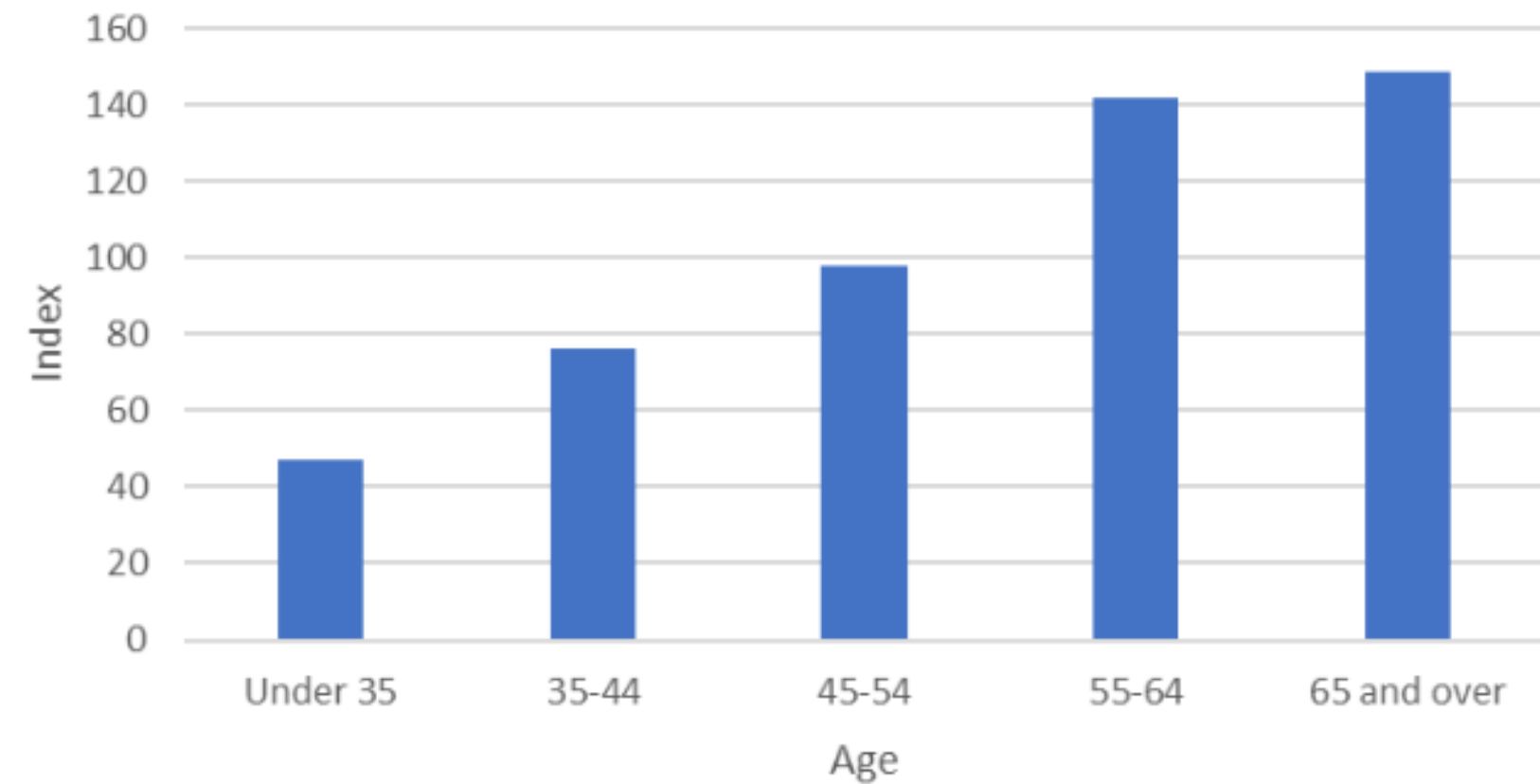
01 Choose the correct **media vehicles** for younger consumers

02 Explore **novel approaches** to interacting with younger consumers

03 Position as a "**value brand**" for younger consumers

04 Utilize **packaging that resonates** with younger consumers

Sugardale Bacon Purchases By Age



CARE™

OCT-
DEC

FEB-
MAR

MAR

APR-
MAY

SECONDARY

Get the project on the right track.

What can we find without primary research?

FOCUS GROUP

Narrow the scope.

How can we address the objectives from Sugardale?

SURVEY

Get statistics to back the rest of our findings.

Is there a genre that really stands out?

FORMULATION

Create recommendations that address Sugardale's key objectives.

What can Sugardale take away from our findings?

RECOMMENDATIONS

Recipe

Maximize the potential of recipe videos across social platforms

Genres

Produce highly congruent, engaging content to match millennial preferences

Packaging

Elevate packaging features to target millennial addressable market



MAXIMIZE THE POTENTIAL OF RECIPE VIDEOS



Show the
finished
product
first



30 seconds
is the
sweet spot

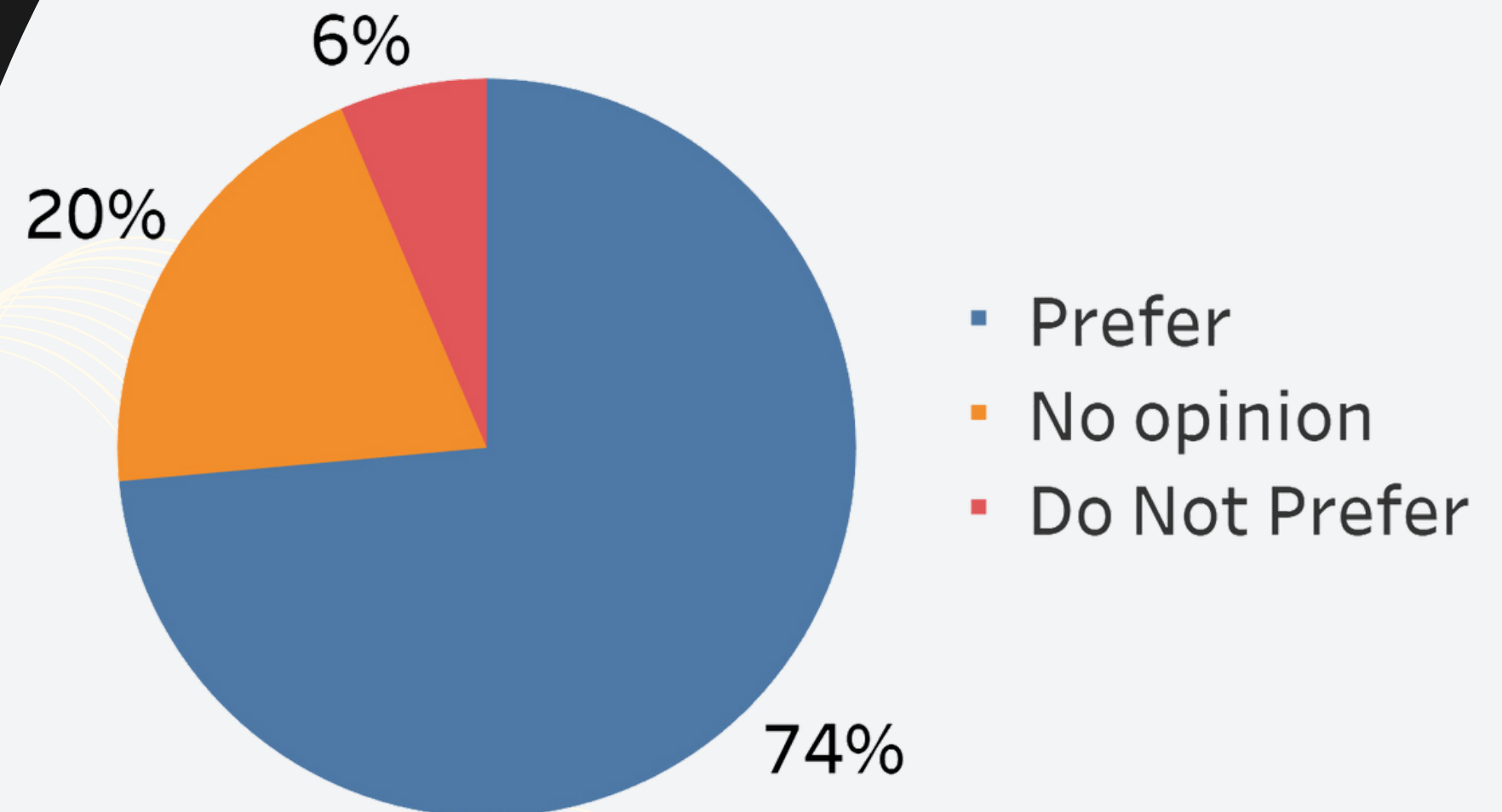


New ways
to use
bacon

SHOW THE FINAL PRODUCT FIRST

“First thing you see is the finished product, so you can decide quickly whether or not you want to watch the video.”
– Cameron, 24

Survey Question I Prefer Recipe Videos That Show The Final Product First



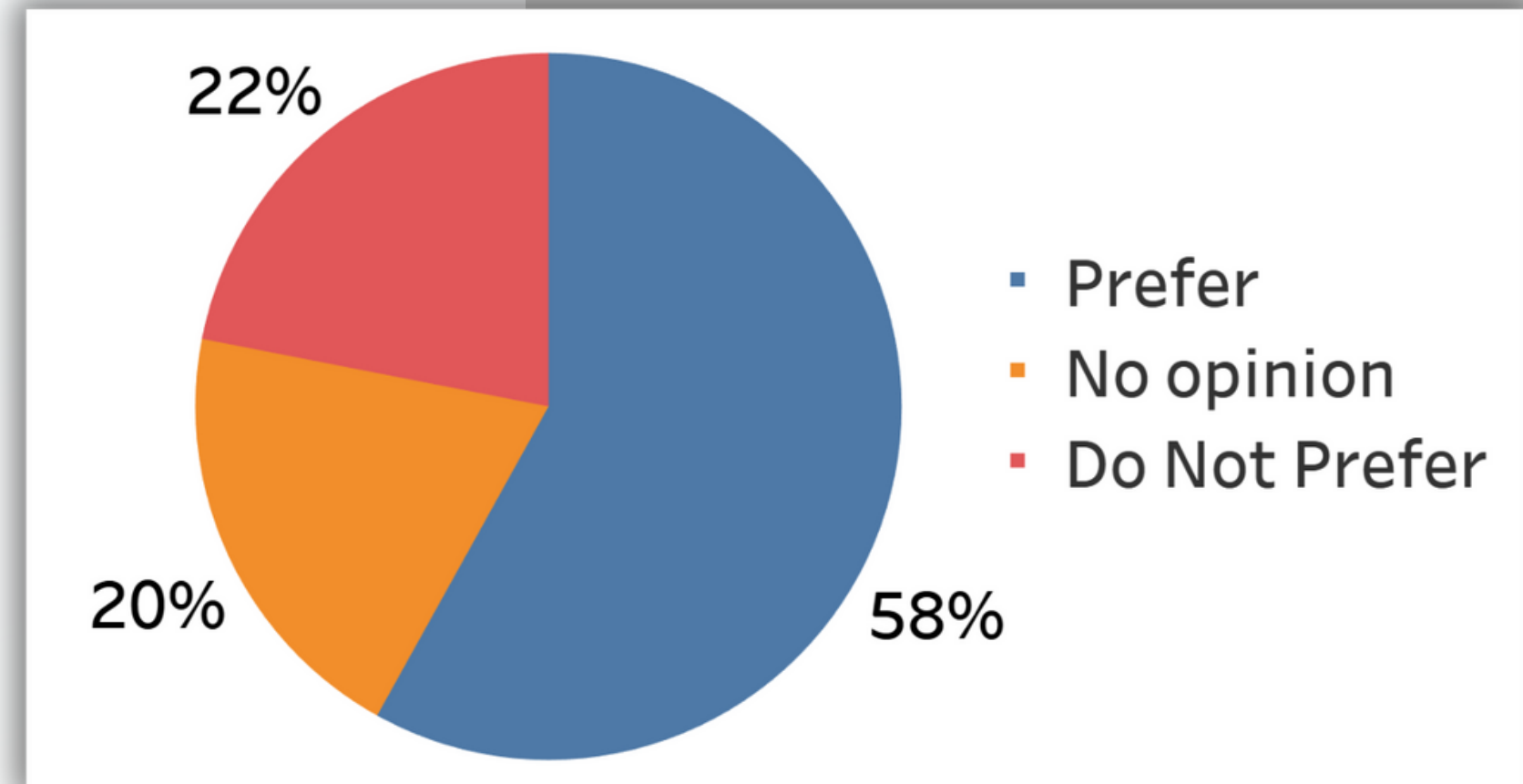
30 SECONDS

01 73% of consumers prefer to watch a short-form video to learn about a product or service.

02 59% of short-form videos are watched for 41-80% of their length

03 "Anything longer than a minute on TikTok is too long. I would say 30 seconds is your sweet spot."
– Mallory, 24

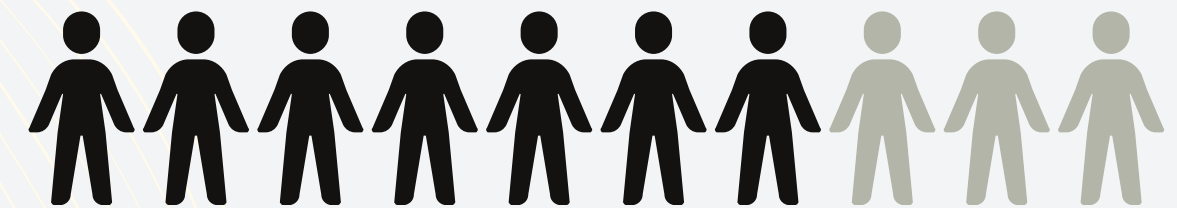
Survey Question I Prefer When Recipe Videos Are Under 30 seconds



NEW WAYS

70% of millennials watched YouTube to learn how to do something new or learn more about something they're interested in.

70%



NEW WAYS

Gabbie, 33

Reaction to Sugardale's Recipe Video:
"If it was something more useful like a
new application for bacon, I think that
would be more interesting."

Leanna, 23

"I don't typically go through a whole
package of bacon. So, if you can tell me
something new to do with it that would
be great."

EXAMPLE



PRODUCE CONGRUENT CONTENT



Leverage
animals
– Dogs



Adopt
current
editing
processes

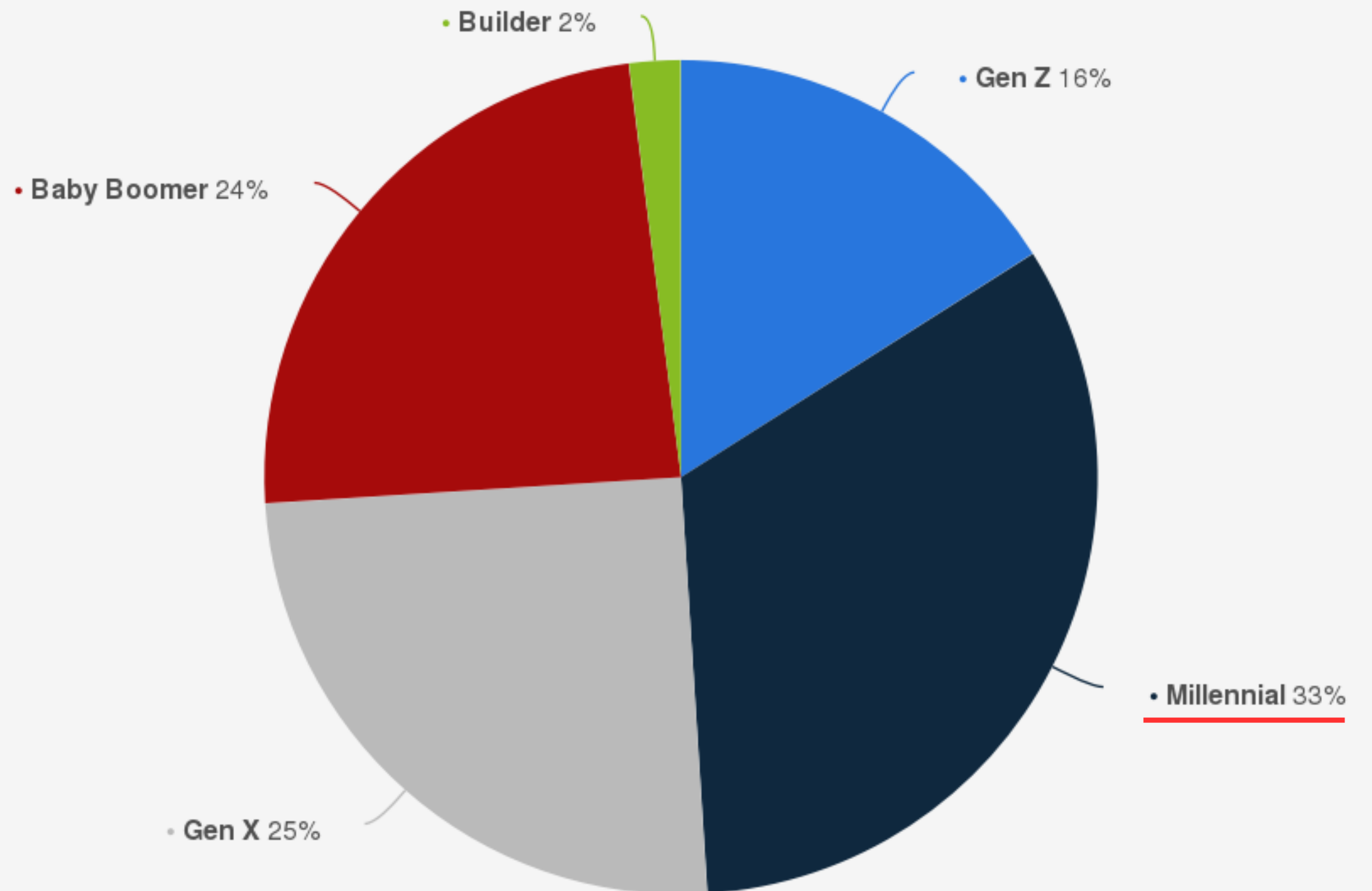


Utilize trends
– Memes &
Acts of
Service

PET OWNERSHIP

- 73% of Millennials own pets
- 89% of home-owning Millennials own pets

Share of pet ownership in the United States in 2023, by generation

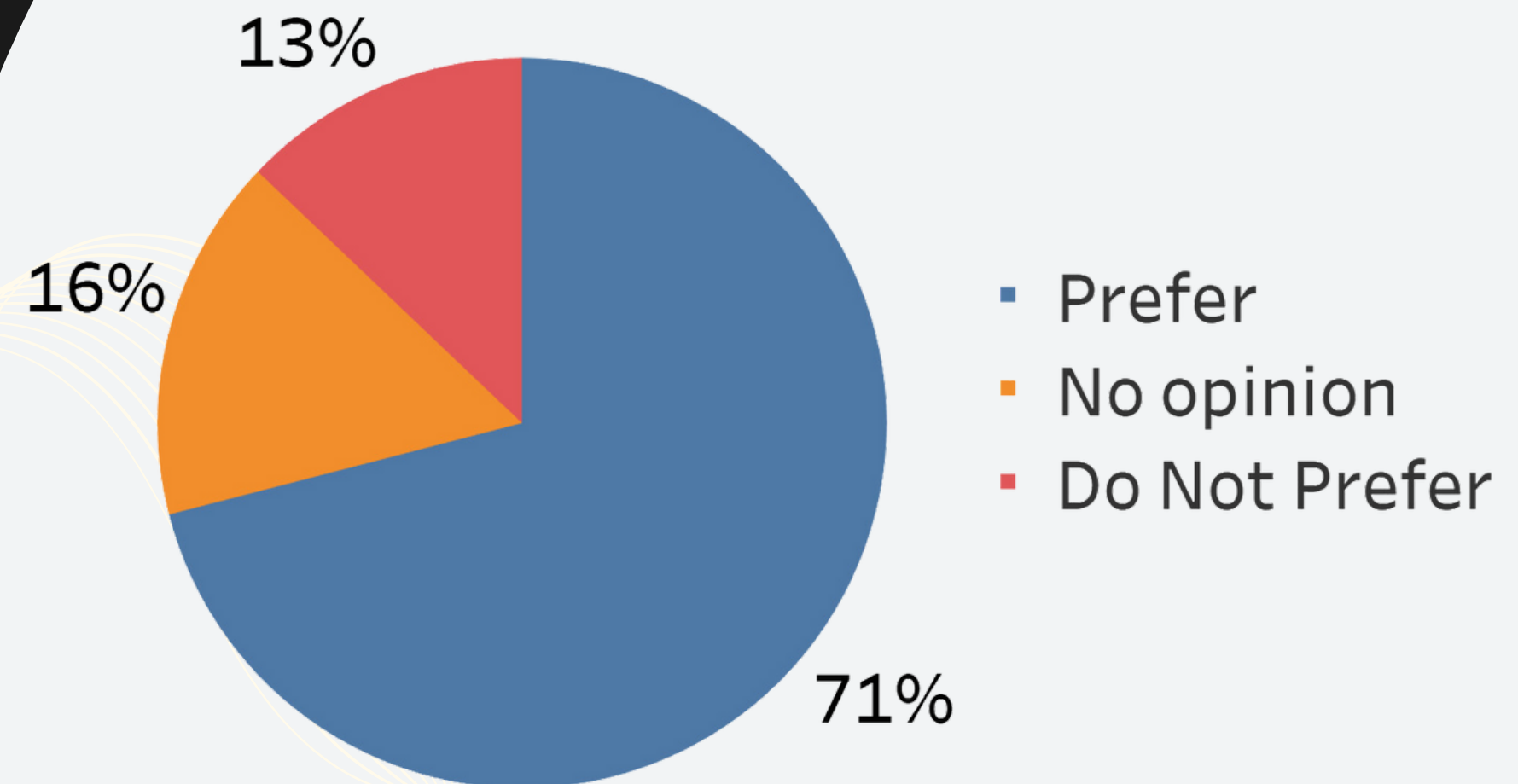


LEVERAGE ANIMALS

"I like dogs and it feels more genuine... I'd watch the dog quite a few times in a few different commercials."

– Francis, 31

Survey Question I Prefer Videos That Showcase Dogs



EXAMPLE

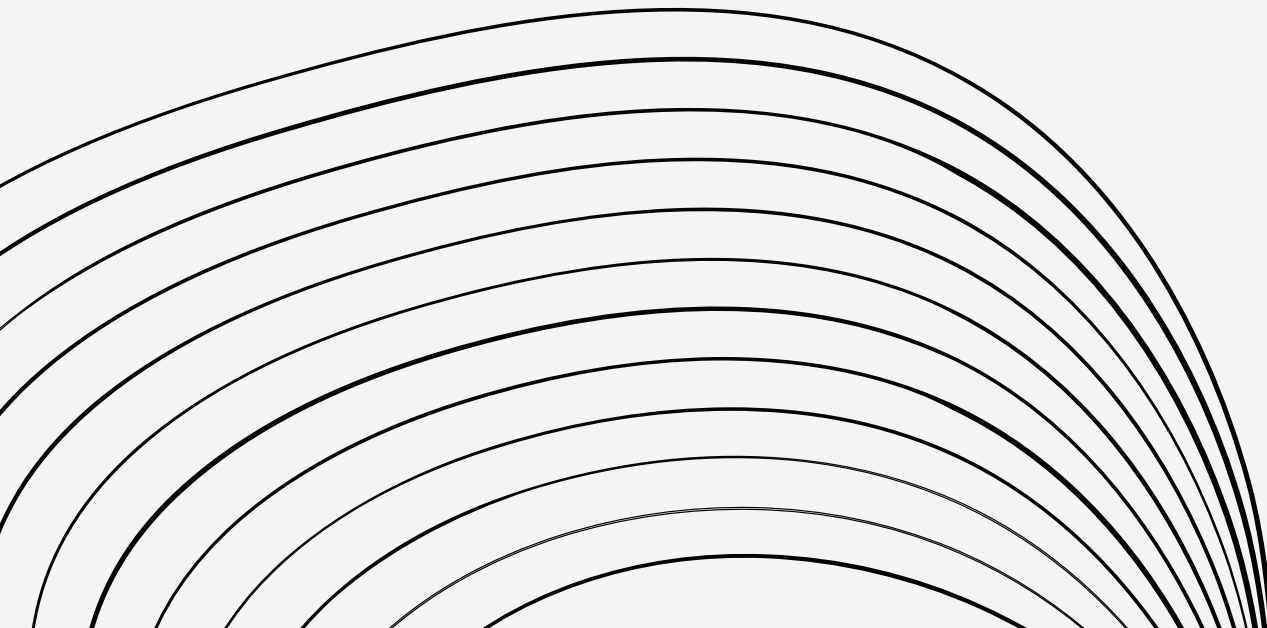


REVAMP EDITING



Nate, 22

“When I’m on TikTok I tend to enjoy videos that have a lot of quick cuts. It keeps things interesting.”



Cameron, 24

“Modern just means that it is more in line with the editing trends for short videos. Things superimposed into other backgrounds. Using video games like Minecraft as a background.”

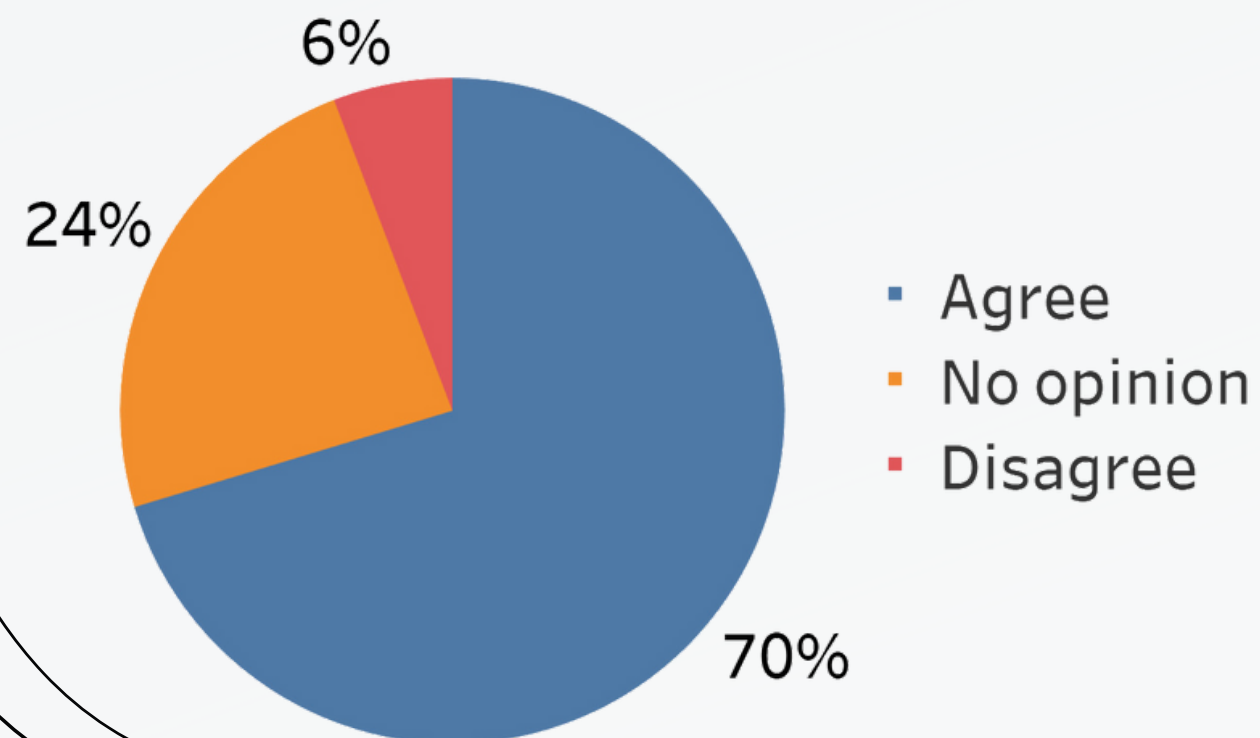
TRENDS

"I like when brands participate in social media and take a more casual approach instead of blatantly trying to advertise something."

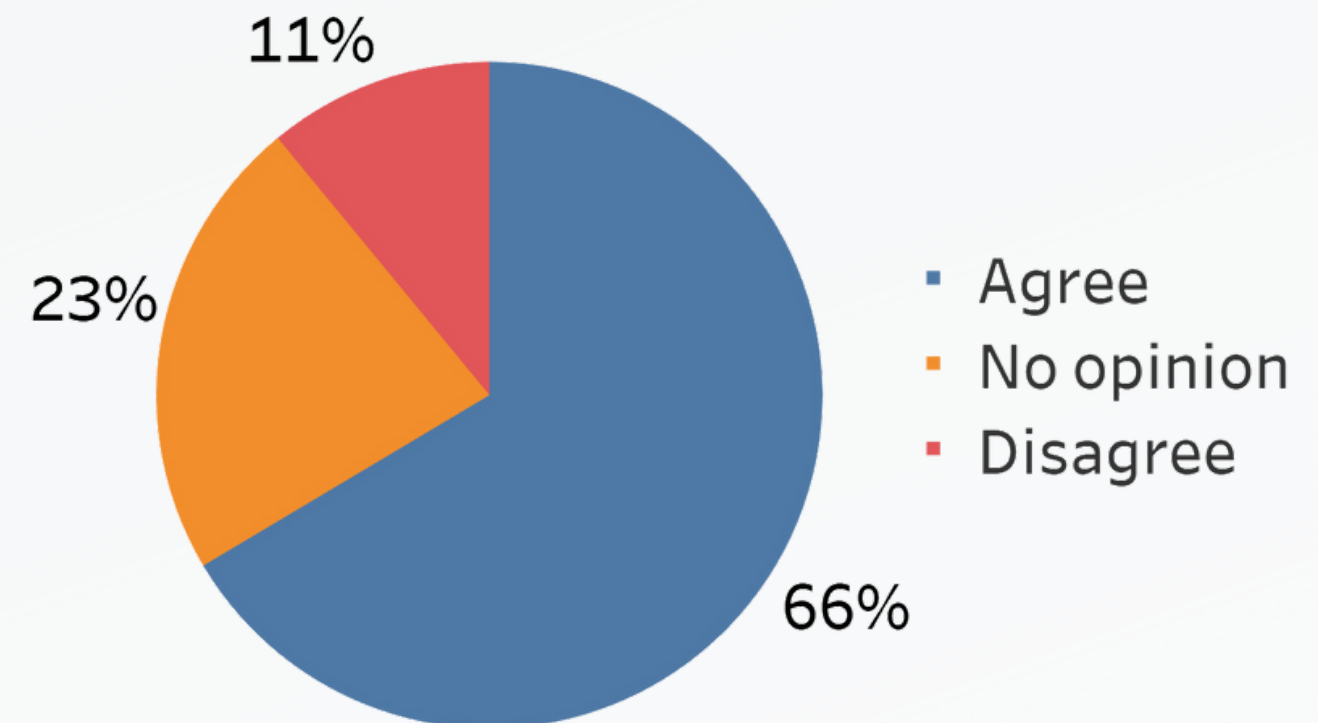
Leanna, 23

Survey Questions

I Enjoy Memes That Are Relatable



I Enjoy Watching Videos Where There is an Act of Service Being Done for the Community



EXAMPLE



ELEVATE PACKAGING FEATURES



Greater
Attention to
the Slice



Resealable
Packaging

GREATER ATTENTION TO THE SLICE

Thick



- The new packaging places little emphasis on the slice. We recommend making the type of slice more noticeable.
- Slice is very noticeable on the old packaging.

"For thick cut, I'd definitely pay a little bit extra even if I don't recognize the brand."

- Francis, 31

Regular



RESEALABLE PACKAGING

Gabbie, 33

"I live in a two-person household, and we're not going to eat a whole package of bacon at once... I would choose a resealable package before I choose traditional packaging."

Leanna, 23

"If I opened up a regular package of bacon and put it in the fridge, it would probably go bad by the next time I used it. The bacon I buy is resealable. "

RECAP

- **Better leveraging of recipe videos**
 - *Show the final product first*
 - *30 second sweet spot*
 - *New ways to use bacon*
- **Producing content that resonates with your audience**
 - *Leverage animals, specifically dogs*
 - *Adopt current editing practices*
 - *Participate in trends to appear more relatable*
 - *Mememes and acts of service*
- **Improve Brand Positioning**
 - *Resealable packaging*
 - *younger people will pay more for convenience*
 - *Greater attention to the "slice" of bacon*



**TOP DOG
CONSULTING**

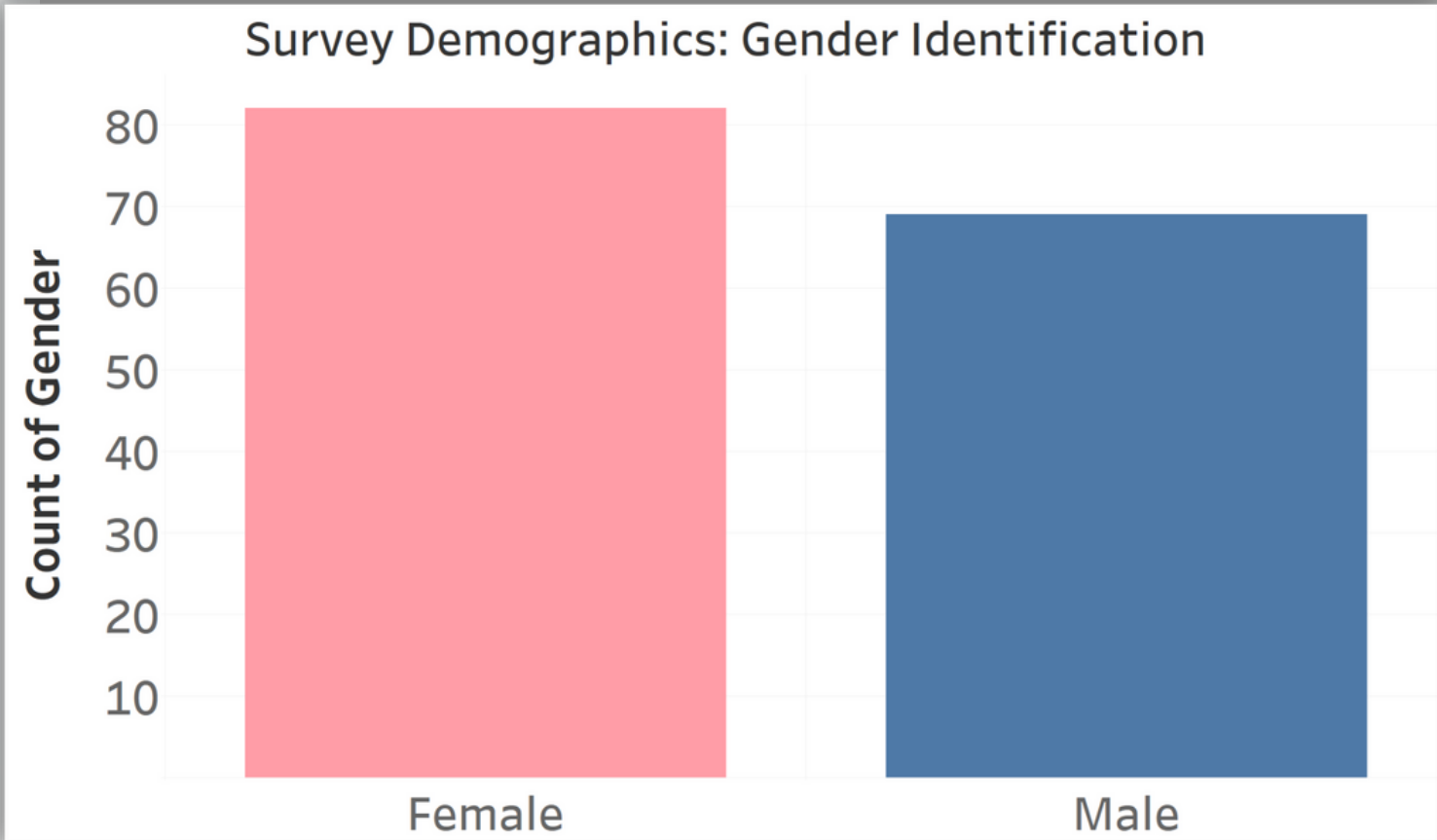
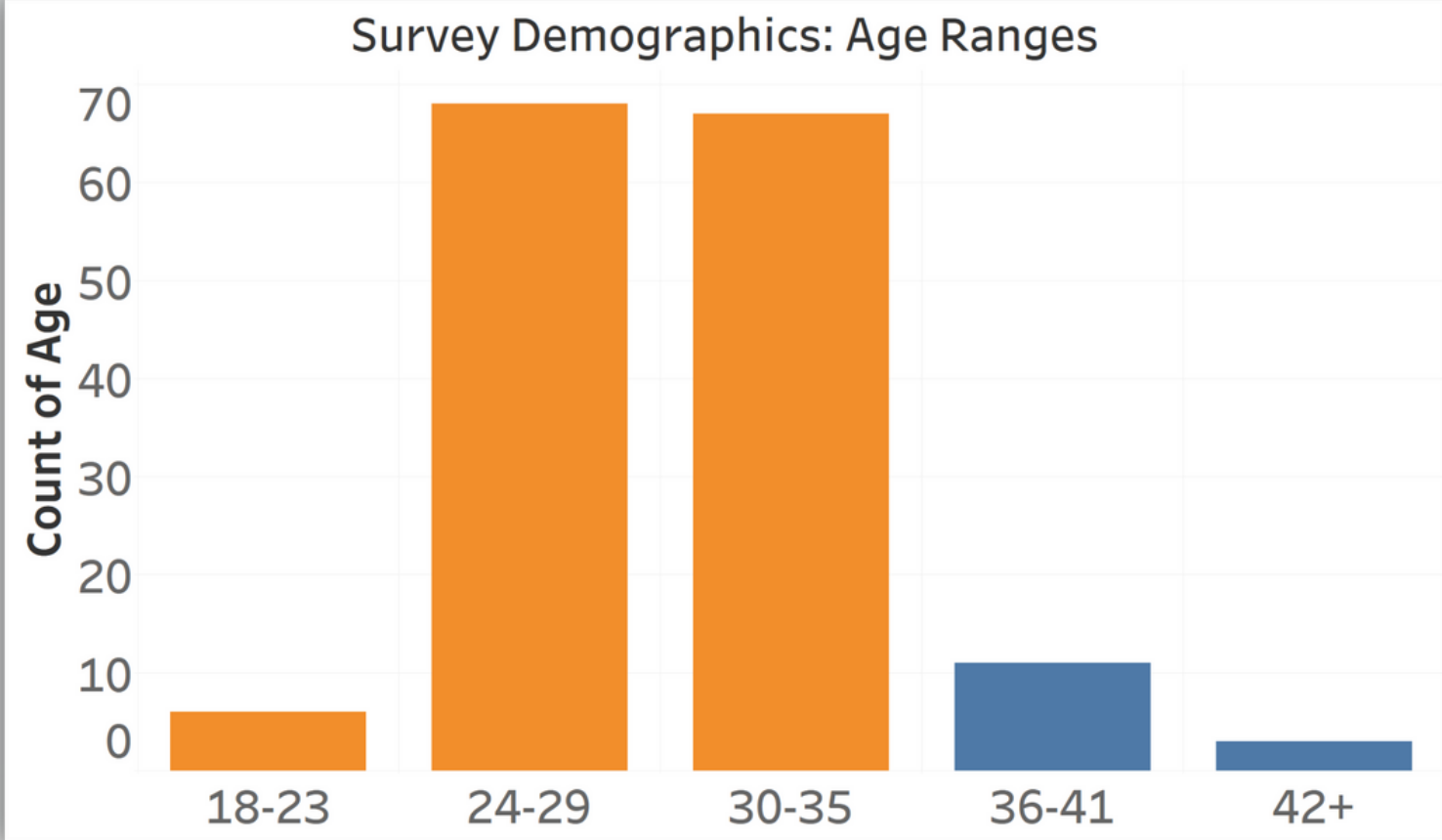
DEMOGRAPHICS

155 Total Survey Respondents

85% Use TikTok

75% Use TikTok at least once a day

76% Use at least one of the four major short-form content platforms: Facebook Reels, Instagram Reels, YouTube Shorts, and TikTok





SOURCES

Bedford, E. (2023, April 21). Pet ownership by generation U.S. 2023. Statista. Retrieved May 4, 2023, from <https://www.statista.com/statistics/1130651/pet-ownership-by-generation-us/>

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