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College of Business Honors Project - Sugardale Group 1

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Sugardale: Client Recommendations & Summary

A PRESENTATION BY *TOO* 🔥 *HOT DOGS*:

JP GARCHAR, KARISSA CHIN, AND SAMUEL HANNA

Problem:

	HAM	BACON	SUGARDALE	OSCAR MAYER
Age Group				
Age Under 35	52	81	47	74
Age 35 to 44	88	99	76	95
Age 45 to 54	102	110	98	105
Age 55 to 64	132	117	142	119
Age 65 and Over	138	116	149	114
Age-No Female Head	85	79	82	91

Connect younger consumers

Determine impactful positioning

Improve targeted media



Primary Business Need for Sugardale



Because we have found ways that Sugardale can capitalize on its **packaging and social media platform** we offer the following research and recommendations...

Agenda

- I. Research Process
- II. Primary & Secondary Research
- III. Recommendations
- IV. Summary



Research Process

2022

Shape focus



Secondary sources

2023

Identified focus



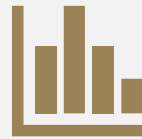
Primary sources

Methods of Primary Research



In-Depth Interviews

12 interviews
Informed
research
direction



Survey

131 responses
• Package
perceptions
• Buying
behavior



Eye Tracking

9 Participants
Conducted in
Suarez Eye-
Tracking Lab

A woman with short blonde hair, wearing a dark blazer over a white polka-dot top, is smiling and looking towards the right. She is holding a white document and a pen. In the background, a man in a suit is visible in profile, looking towards the woman. The image has a dark, semi-transparent overlay.

In-Depth Interviews

Demographics of Interviewees

12 interviewees total

Majority female

Ages 25 – 40

Full-time jobs

1/3 had children



Questions Asked

Cooking and Shopping Perceptions

1. Day-to-day challenges faced balancing work and other obligations
2. What prompts purchase a certain product when grocery shopping

Perceptions of Ham

1. Last time ham was cooked/purchased and for what occasion
2. Overall perception of ham?

Perceptions of Brand


1. What is your perception of Sugardale?

Insights Gained

Price, Quality, and Packaging = grocery shopping priorities



Cooking happens, but this age range is always on the move



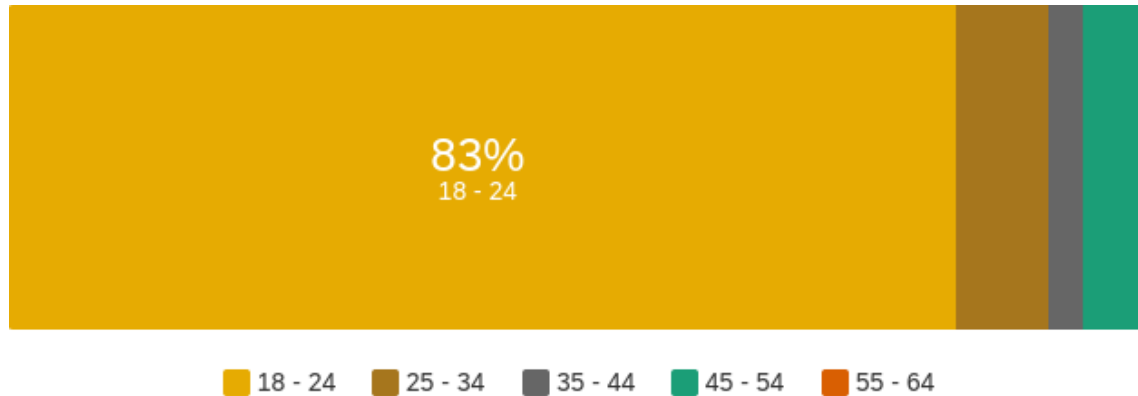
People primarily get their recipe ideas from Instagram



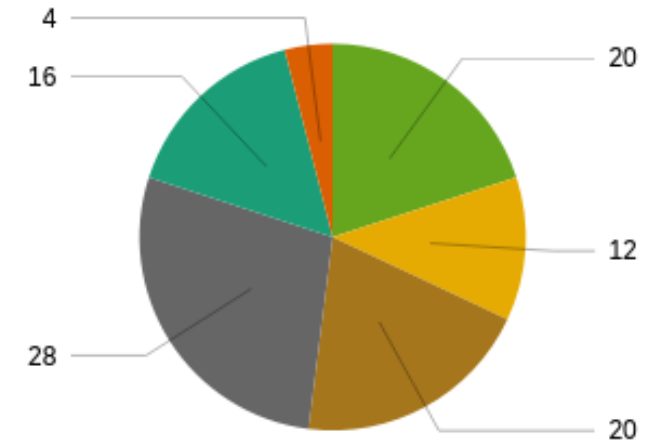
Survey Results

Demographics/Psychographics, N = 111

Age



Household Size



Gender

- 58% Female
- 40% Male

Values

- Family
- Financial Stability



How often do you prioritize price/quality when you go shopping?

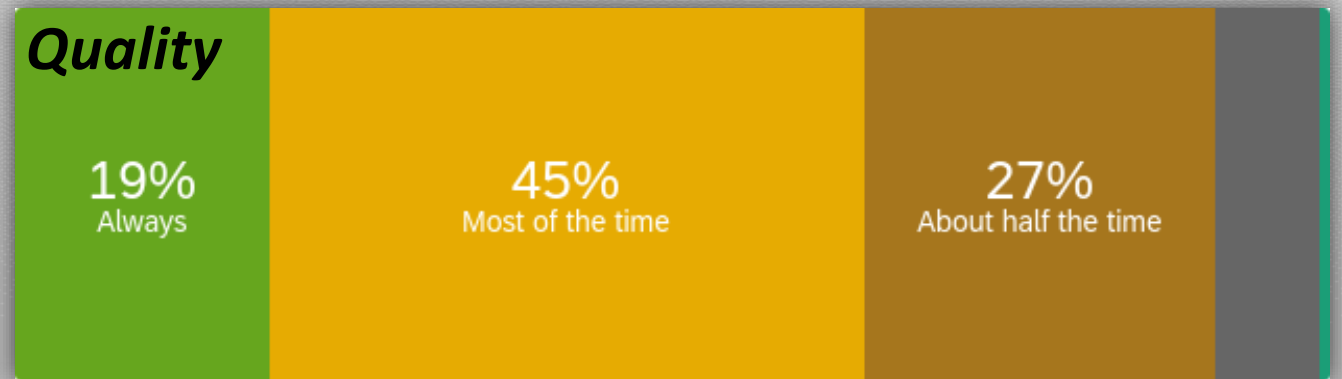
Shopper Priorities

Price vs Quality



72%

64%



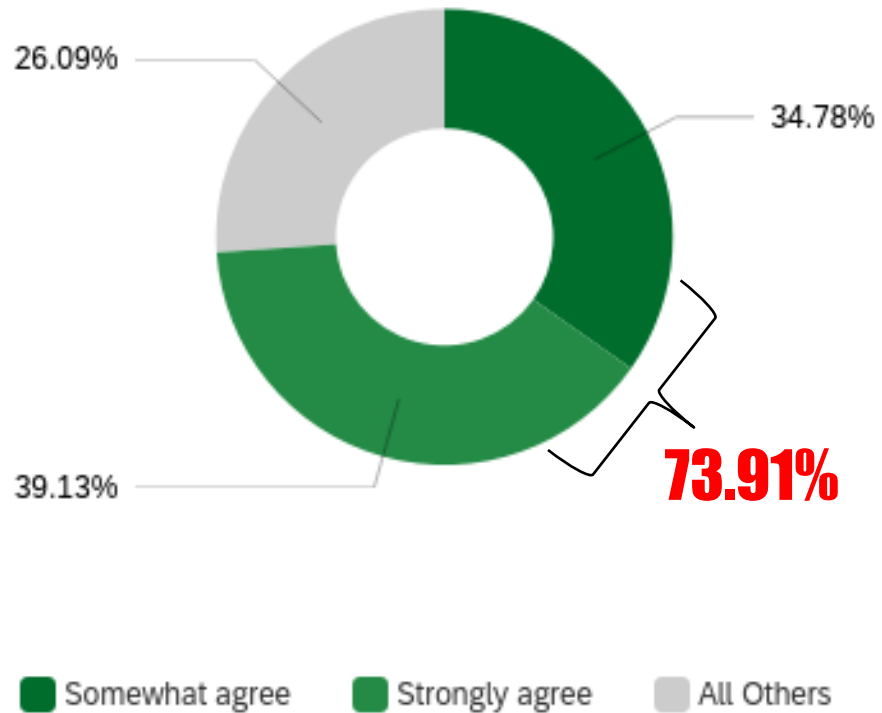
Quality

19%
Always

45%
Most of the time

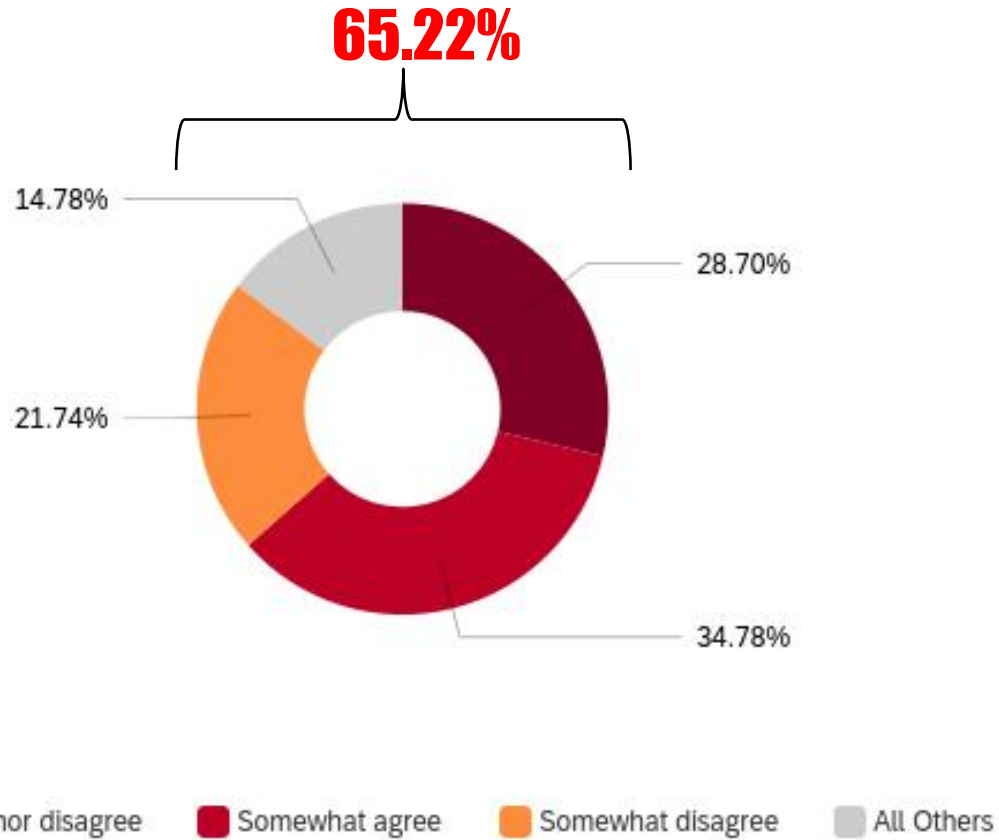
27%
About half the time

Bacon is Easy to Cook



Cooking Perceptions of Bacon

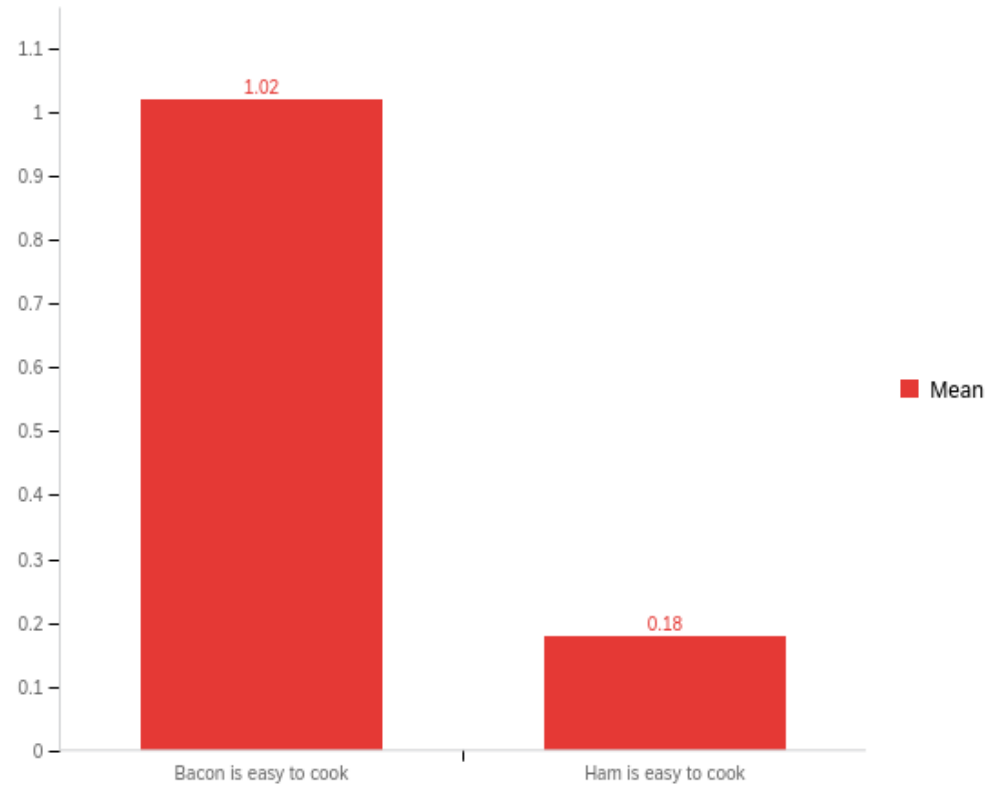
Ham is Easy to Cook



Cooking Perceptions of Ham

CONSUMERS HAVE MAJOR MISCONCEPTIONS ABOUT COOKING HAM

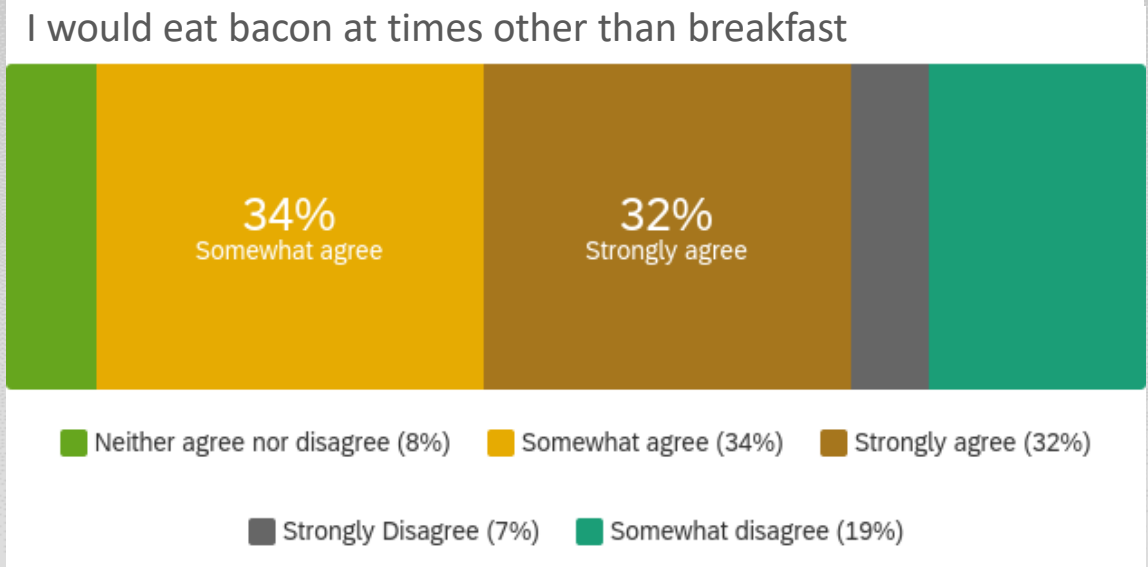
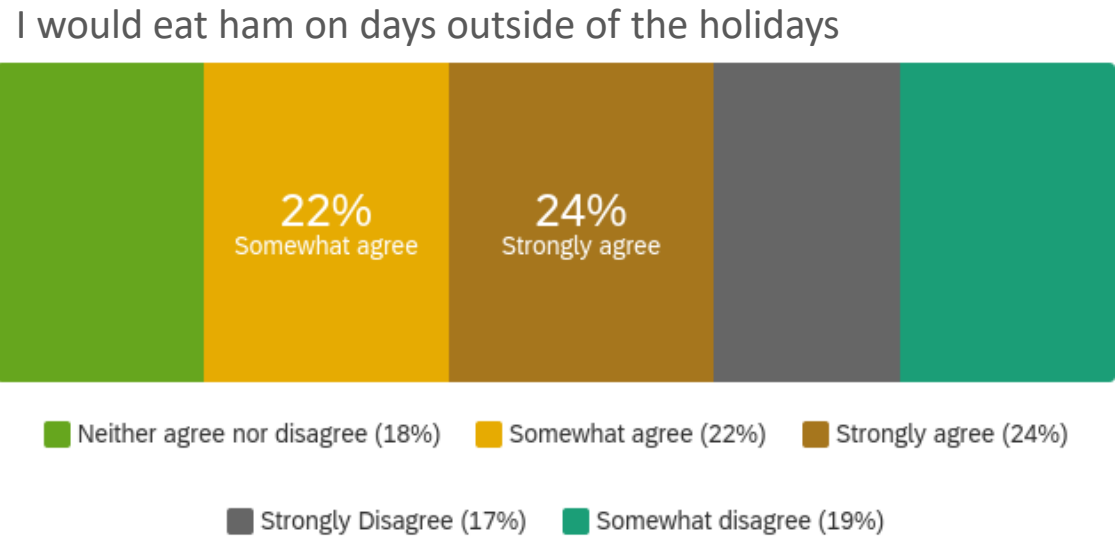
The Difference Between Cooking Perceptions of Ham and Bacon




Average & Difference Between Bacon & Ham

What does this mean?

- Survey perceptions formatted on a scale from -2 to 2
- Bacon was perceived as much easier than Ham to cook



Eating Bacon & Ham at Non-traditional times



1. Create recipe
content for leftovers

Packaging Perceptions

1. Healthy
2. Quality
3. Low Price
4. Tasty
5. Purchasable



"The fact that there's a picture of a meal makes me think of actually eating the bacon"



13% liked the cooked food image

- Seems cheap
- Waffles imply breakfast

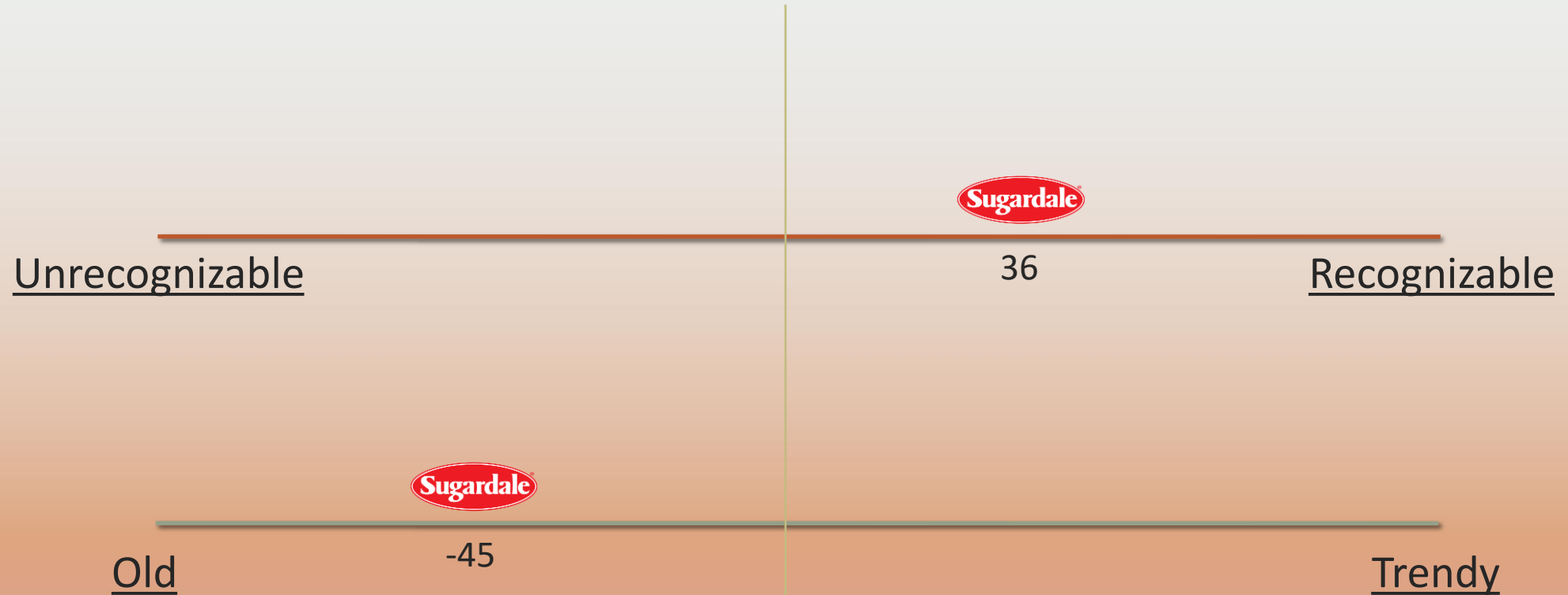
"The crispy bacon on the left makes this bacon most appealing to me."



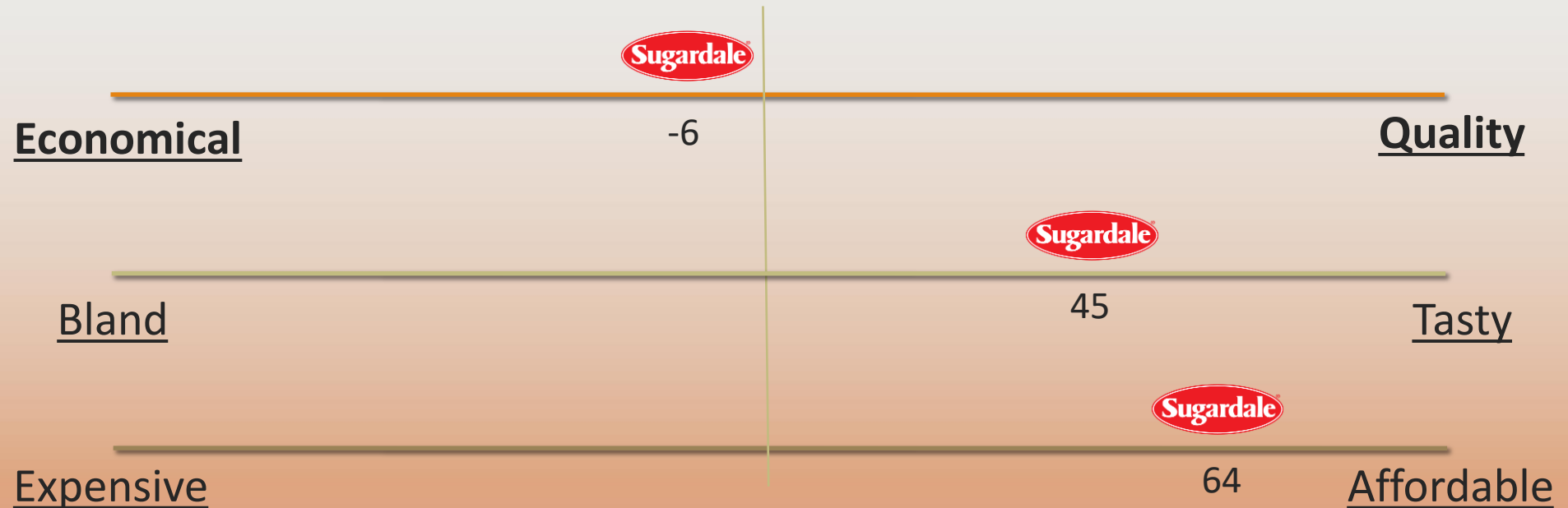
19% mentioned: "premium" and/or black packaging imply quality

- Seems expensive

The Brand Perception of Sugardale



The Product Perception of Sugardale





2. Modernize your packaging



Eye-Tracking



The Effect of Faces

Ads featuring human faces capture greater attention and preference by 91.7% more than other ads in short time lapses (2018)



91.7% of people noticed this ad



Only 8.3% of people noticed this ad

Images used to test consumer response in "Effects of Face Images and Face Pareidolia On Consumers' Responses to Print Advertising", Guido, Pichierri, Pino, & Nataraajan, 2018

The Effect of Faces

Guido, Pichierri, Pino, & Natarajan, 2018 | Li & Xie, 2020



"...we find that the presence of human face in the image content increase...engagement."
(2020)

“The **eye will automatically be drawn to the faces** in the ad, but where our eyes go next is determined by where the person in the ad is looking.” (2018)

Purpose, Population and Process

Purpose

- Determine what draws attention to social media posts

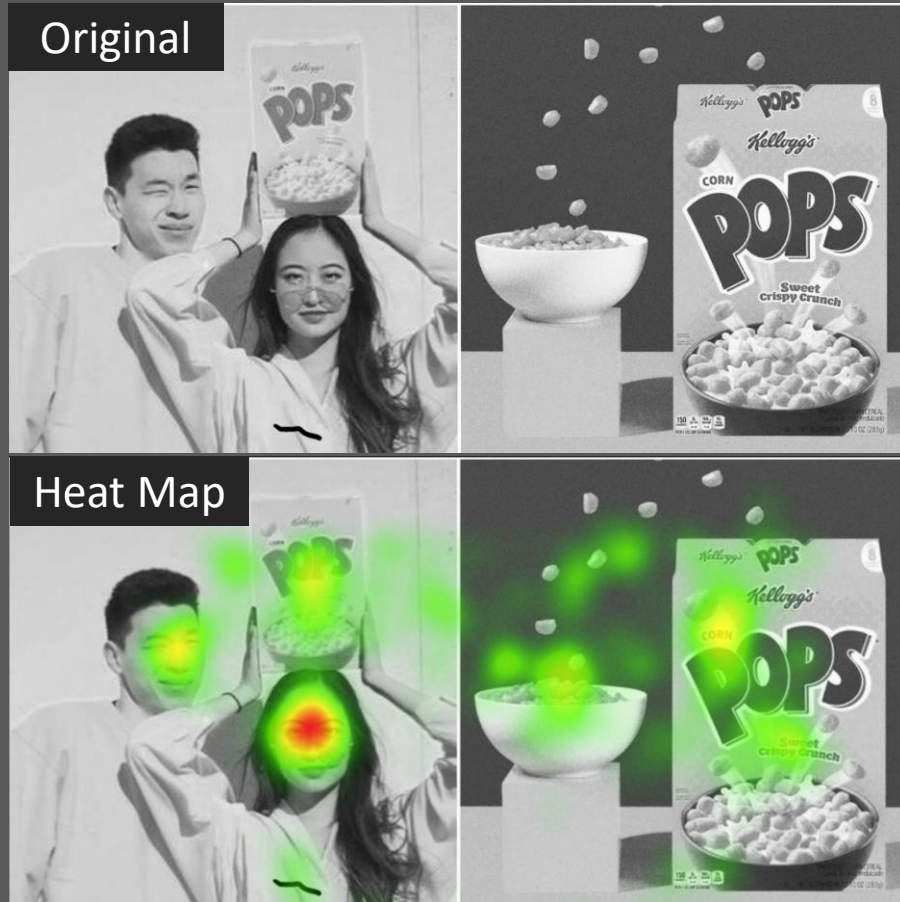
Population

- 9 participants
- Varying ages 18-24
- 5 females, 4 males

Process

- 10 minutes per person
- Look at images, provide feedback

Part 1: Which side?



Shown 6 side-by-side images (3 in color) for a fixed amount of time

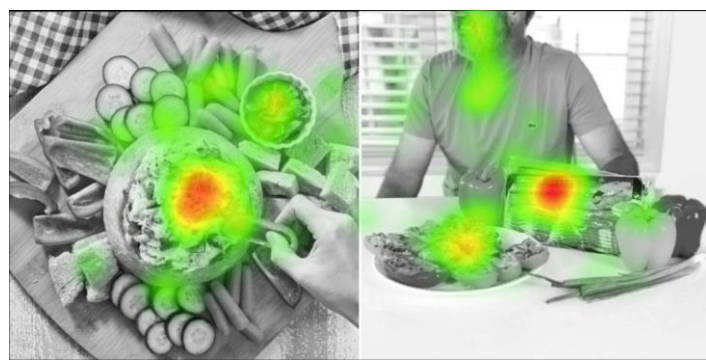
- Longest duration time = had aesthetic food or a face
- "What did you notice?"

50% mentioned Faces/People

46% mentioned Food/Product

100% of media should feature...

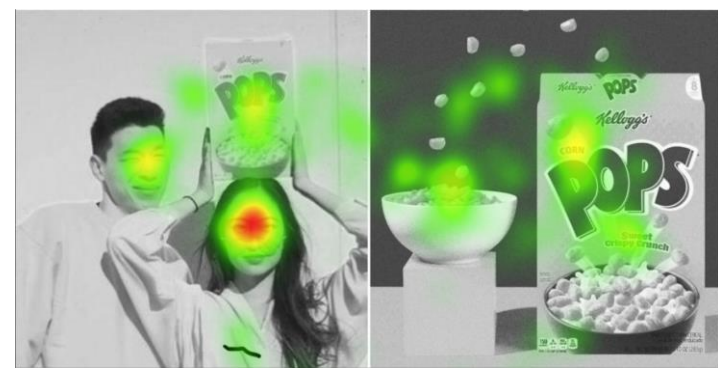
Food



or



Faces



Part 2: Which feed?

Shown 3 Instagram
pages

- 5/9 were able to recall Sugardale's feed
- Those that preferred this feed:
 - 1 drawn to CLE Browns
 - 2 attentive to food



3. Faces & Food in media





Strategic Recommendations



1. Recipes for Leftovers



2. Modernize Packaging



3. Social Media Shift





1. Recipes for Leftovers

Create recipe content on YouTube/Instagram Reels


- Series of content – curating playlist for followers
- Focus consumers on utilizing Bacon & Ham **after** traditional times

A top-down view of a wooden table with various food items. On the left is a pizza with toppings like mushrooms and onions. In the center are two burgers on sesame seed buns with french fries. On the right is another pizza with ham and tomatoes. There are also cherry tomatoes and a red pepper on the table.

#BaconAfterBreakfast

#HamAfterTheHolidays

2. Modernize Packaging

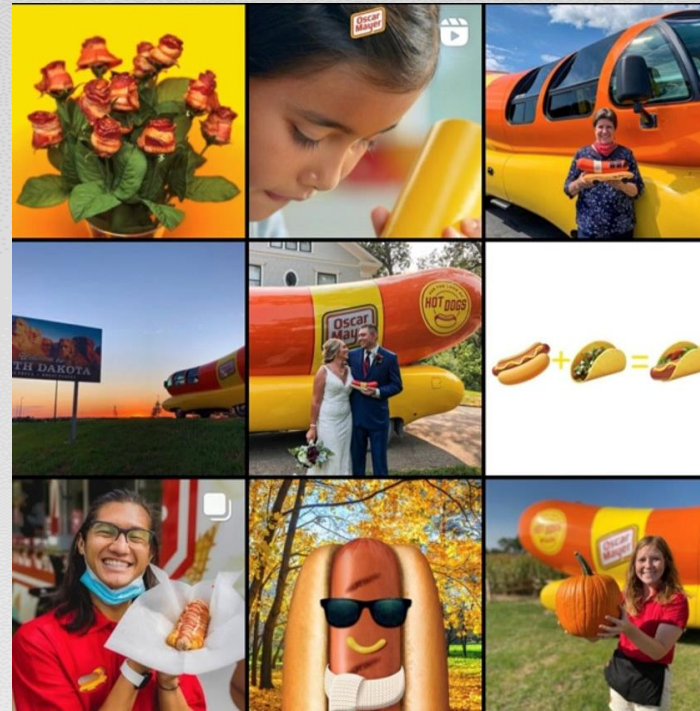
1. Black color  quality
2. Food Focus
 - Meal image- how to make it
3. Avoid "sell" words (e.g. "premium")
 - Contribute to price aversion

3. Social Media Shift

PRODUCT BASED



PEOPLE-BASED WITH PRODUCT





Sugardale

Sugardale



Sport Partnerships

"...certain food traditions have even become cherished aspects of many sports for both spectators and players alike."

Seaman, 2022



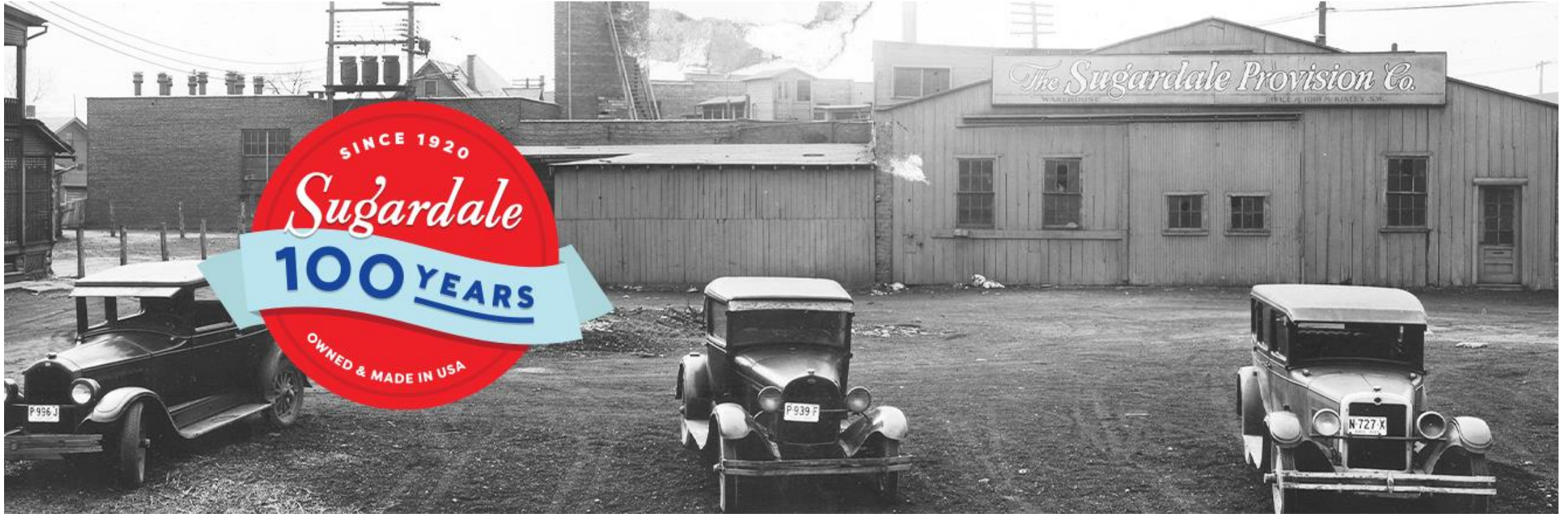
Sport Partnerships

- ❑ Sugardale is associated with local sports brands
- ❑ Use it to incorporate other products

Summary

- 1. Product** recipes focused on using leftovers
- 2. Packaging...**you know
- 3. Emphasize the people and place** behind the product (but don't forget the product)





"We believe in the *power of a personal approach* with the many consumers who purchase our food to enjoy with their *families and friends*."



Thank you!

Questions?
