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Team 2 Honors Project: Sugardale

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Sh'Makin' The Bacon Recommendations

By: Karleighana Jones, Chris Lwin, Benjamin Nagy, Jacquelynn Scheatzle, & Ava Updegraff
Objective

Provide recommendations to better leverage the Sugardale brand to increase brand awareness and revenue with millennials.
Overview

1. Methods of Research
2. Current Effective Initiatives
3. Recommendations
4. Conclusions
5. Questions
Research Approach

Secondary Research in Fall → Primary Research in Spring → Present Findings
Client Data of Current Market
Methods of Research

In-depth Interviews
(12 interviews)

Focus Group
(7 participants)

Survey
(796 responses)
Demographics of Participants

Number of participants (n = 815)
## Current Effective Sugardale Initiatives

<table>
<thead>
<tr>
<th>Predictably Delicious</th>
<th>Advertising &quot;Since 1920&quot;</th>
<th>Freshmark Employees’ Civic Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>New slogan from visit day</td>
<td>Advertising &quot;Since 1920&quot;</td>
<td>Incorporating a giveback section on the website</td>
</tr>
<tr>
<td>Think bigger than &quot;Bacon, Only Better&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

***Our Research Confirmed***
Recommendation 1

Utilize QR Codes to Drive Traffic to the Website
"I feel like they've done a better job with the website than the packaging ...more on par with Oscar Mayer"
-Male, 50s

1. Vibrant Colors
2. Organization
3. Emphasis on family, history, tradition
At Sugardale, We Give It Our All...

For generations, Sugardale has been committed to providing the best quality meats for you, your family and friends. Whether it’s crispy bacon for family brunch, a delicious hot dog at a barbecue, tasty pepperoni for pizza night, or a holiday ham centerpiece, we’re grateful for the opportunity to have earned a place at your family’s table.

We’ve never wanted to be the biggest company. Instead, we’ve always strived to be the best. That’s why we use real ingredients, slow cook for the best flavor and smoke our meats the old-fashioned way. We’re owned in the USA, and every product we sell is made in the USA, just as it has been since we started our business back in 1920.

At Sugardale, we give it our all. Because it’s not just our business, it’s our family.
There is a disconnect for consumers between the Sugardale brand & the Website.
What did the Focus Group Participants have to say?

"How are people being directed to this website?"
-Female, 40s

QR codes!!!
QR Code Users in the U.S. 2019-2020, with Forecasts to 2025

QR Code on Bacon Packaging = People Interested

Interest in QR Code on Packaging that leads to Online Recipes Using Bacon (n=796)

- 62% Not Interested
- 30% Neutral
- 8% Interested

***Survey Confirmed***
Interest in QR Code on Packaging that leads to Online Recipes Using Ham (n=796)

- Not Interested: 23%
- Neutral: 9%
- Interested: 68%

***Survey Confirmed***

QR Code on Ham Packaging = People Interested
What could this look like?

Sticker trial run → QR code on packaging → QR code on advertising
Recommendation 2

Emphasize Social Responsibility Across All Platforms
Importance of Company's Social Responsibility in Consumer's Buying Decisions in U.S. in 2023

- Very important: 27%
- Somewhat important: 45%
- Not at all important: 28%

72% of consumers say a Company's Social Responsibility is at least somewhat important.
Charitable Contributions Graphic from Freshmark website

Mental Health
Education
Food, Shelter, and Clothing
Physical Health
Civic & Culture Programs

(Graphic from Freshmark’s website)

***Focus Group Confirmed***
"Where is the money actually going? If it’s more specific, then you know that it is not a bluff" - Female, 41

“I would like to see more specifics” - Female, 34
50% rely on Social Media

37% rely on Company Websites

Popular methods among Millennials to find company’s CSR initiatives

How competitors display their Social Responsibility initiatives

FAQ section on website

Footer of website under holding company
How to **emphasize** Social Responsibility to Millennials

- **Social Responsibility Section**
- **Link to Holding Company**
- **Post on Social Media**
Recommendation 3

Better brand positioning for a convenient and flavorful option
"Younger Millennials in their 20s and early 30s are focused on growing their careers and establishing independence. However, this changes in their mid-30s. For older Millennials, the focus in life shifts from career to family"
Priorities of Millennial Moms

1. Moms need support
2. Moms seek value
3. Moms find joy in simple pleasures

"Moms indicate they derive the most enjoyment from watching their favorite TV shows and eating their favorite foods"
Qualities individuals look for when purchasing food

- Taste
- Price
- Quality
- Freshness

Qualities look for in Food (n=12)

- Taste: 7
- Price: 5
- Quality: 4
- Freshness: 2

***In-depth Interview Confirmed***
What do Millennial consumers value?

- Quality
- Price
- Flavor

***In-depth Interview Confirmed
What do Millennial consumers value?

- Quality
- Price
- Flavor

***In-depth Interview Confirmed
Social Media Platforms that are influential to Millennials

Most influential social media platforms on the buying habits of millennials in the US in 2022

- Facebook
- Instagram
- TikTok

CouponFollow. (April 28, 2022). Most influential social media platforms on the buying habits of millennials in the United States in 2022, by gender and age [Graph]. In Statista
Food Activities of Millennials in 2022

Food activities of Millennials in the US & Canada

<table>
<thead>
<tr>
<th>Activity</th>
<th>Share of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch online videos about food / recipes</td>
<td>70%</td>
</tr>
<tr>
<td>Watch TV shows about food</td>
<td>60%</td>
</tr>
<tr>
<td>Cook a meal from an influencer</td>
<td>50%</td>
</tr>
<tr>
<td>Cook a meal from a social media trend</td>
<td>40%</td>
</tr>
<tr>
<td>Post photos of food on social media</td>
<td>30%</td>
</tr>
</tbody>
</table>

Millennials are influenced by

Technology → Social Responsibility → Convenience & Flavor
Conclusion

1. Utilize QR Codes to drive traffic to website
2. Emphasize Social Responsibility across all platforms
3. Better brand positioning for a convenient and flavorful option
Questions?