

The University of Akron

IdeaExchange@UAkron

Williams Honors College, Honors Research
Projects

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

Spring 2023

Team 2 Honors Project: Sugardale

Nyan Lwin

The University of Akron, nml66@uakron.edu

Ava Updegraff

The University of Akron, asu13@uakron.edu

Benjamin Nagy

The University of Akron, ben26@uakron.edu

Jacquelynn Scheatzle

The University of Akron, jas584@uakron.edu

Karleighana Jones

The University of Akron, kmj137@uakron.edu

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



Part of the [Business Administration, Management, and Operations 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

Lwin, Nyan; Updegraff, Ava; Nagy, Benjamin; Scheatzle, Jacquelynn; and Jones, Karleighana, "Team 2 Honors Project: Sugardale" (2023). *Williams Honors College, Honors Research Projects*. 1740.
https://ideaexchange.uakron.edu/honors_research_projects/1740

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.



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

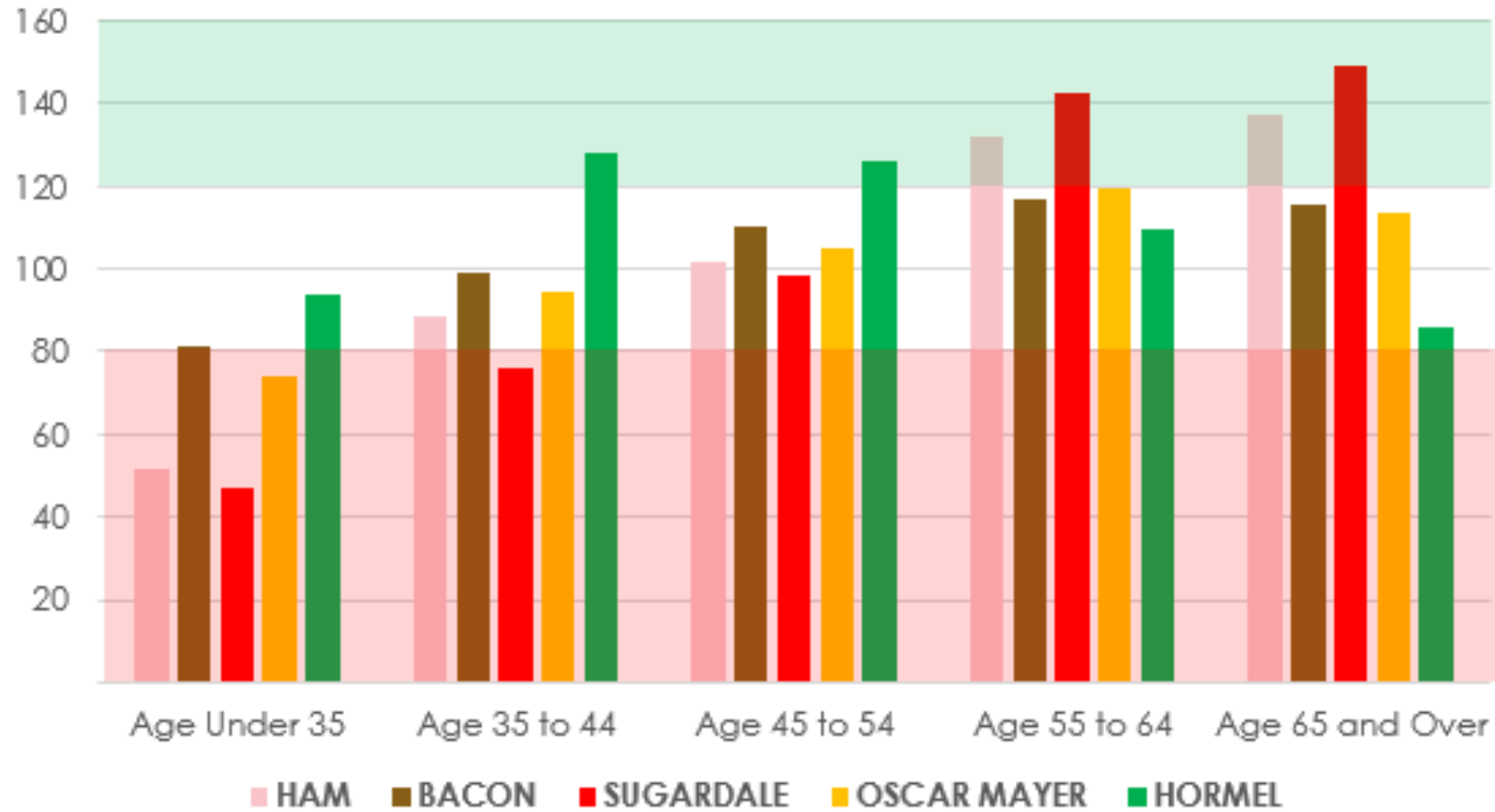
Conclusions

5

Questions

Research Approach





Client Data of Current Market

Methods of Research



In-depth Interviews

(12 interviews)



Focus Group

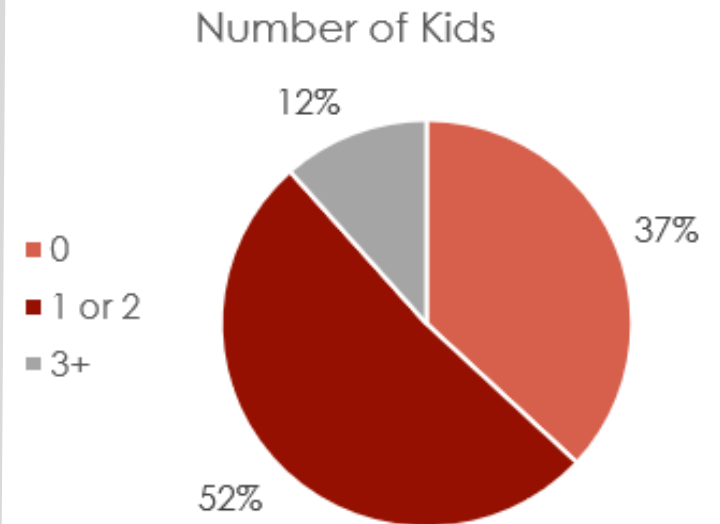
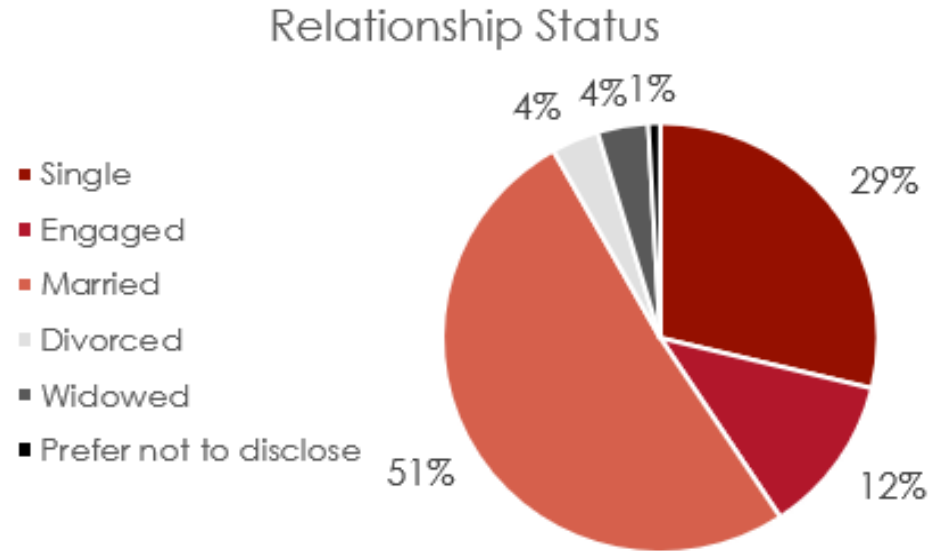
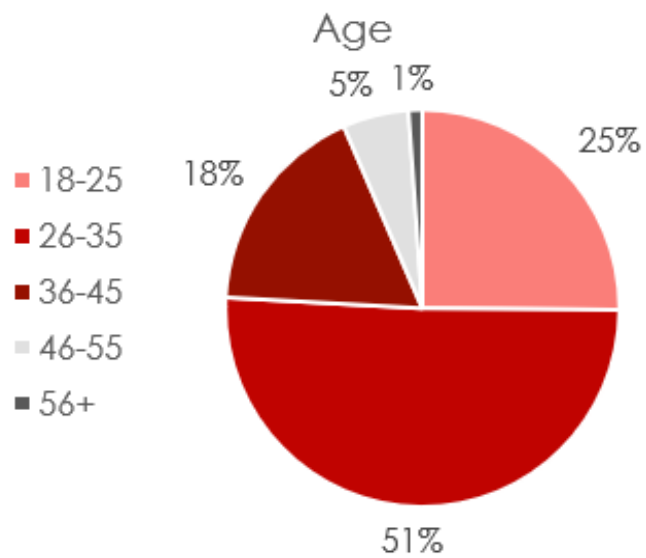
(7 participants)



Survey

(796 responses)

Demographics of Participants



***Number of participants (n = 815)

Current Effective Sugardale Initiatives

Predictably Delicious

New slogan from visit day

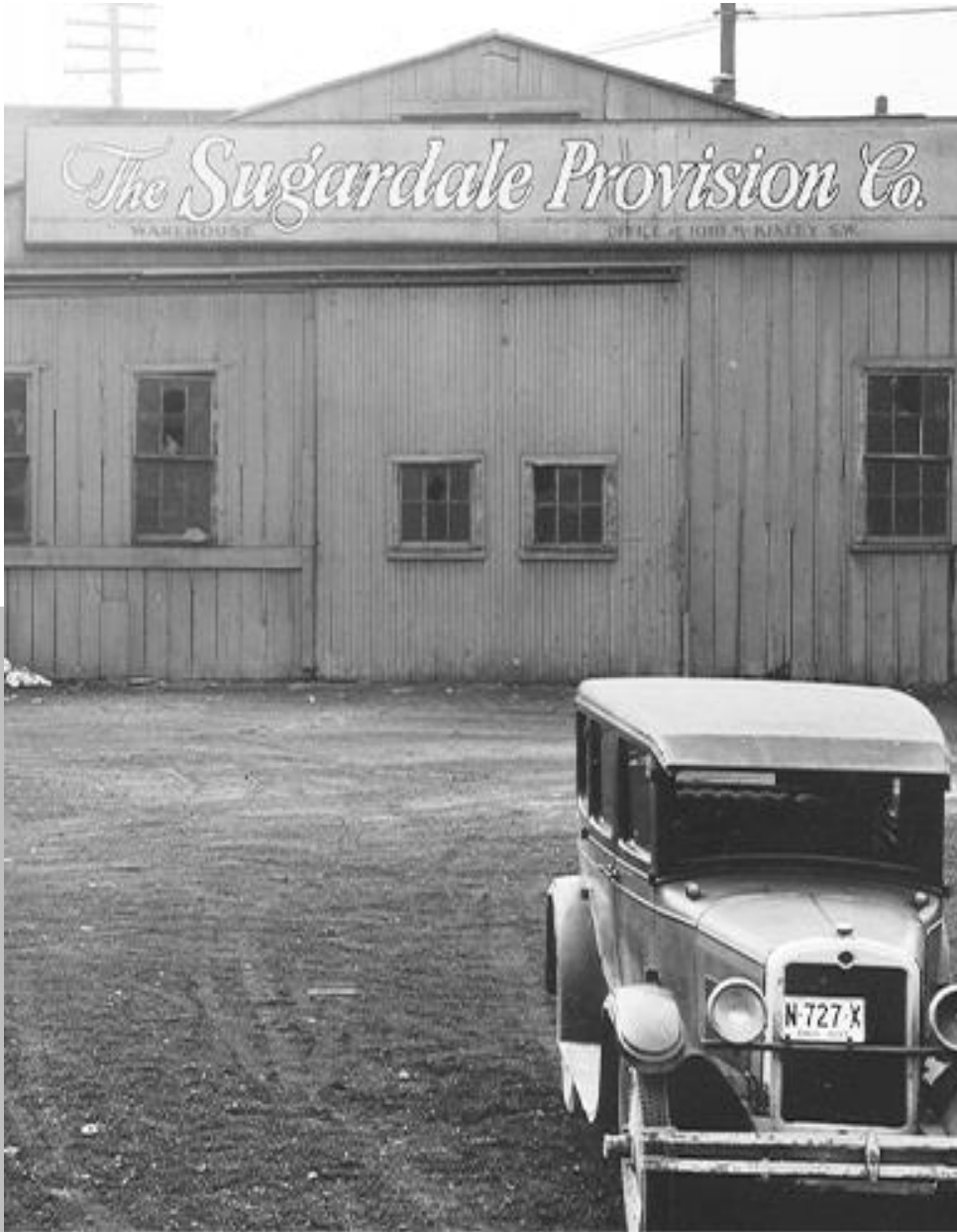
Think bigger than
"Bacon, Only Better"

Advertising
"Since 1920"



Freshmark Employees' Civic Fund

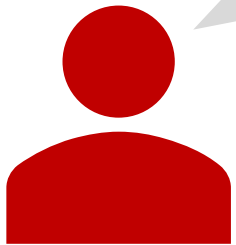
Incorporating a
giveback section
on the website



Recommendation 1

Utilize QR Codes to Drive Traffic to the Website

What's liked about Sugardale's Website?



"I feel like they've done a better job with the website than the packaging ...more on par with Oscar Mayer"
-Male, 50s



Vibrant Colors



Organization



Emphasis on family, history, tradition



At Sugardale, We Give It Our All...

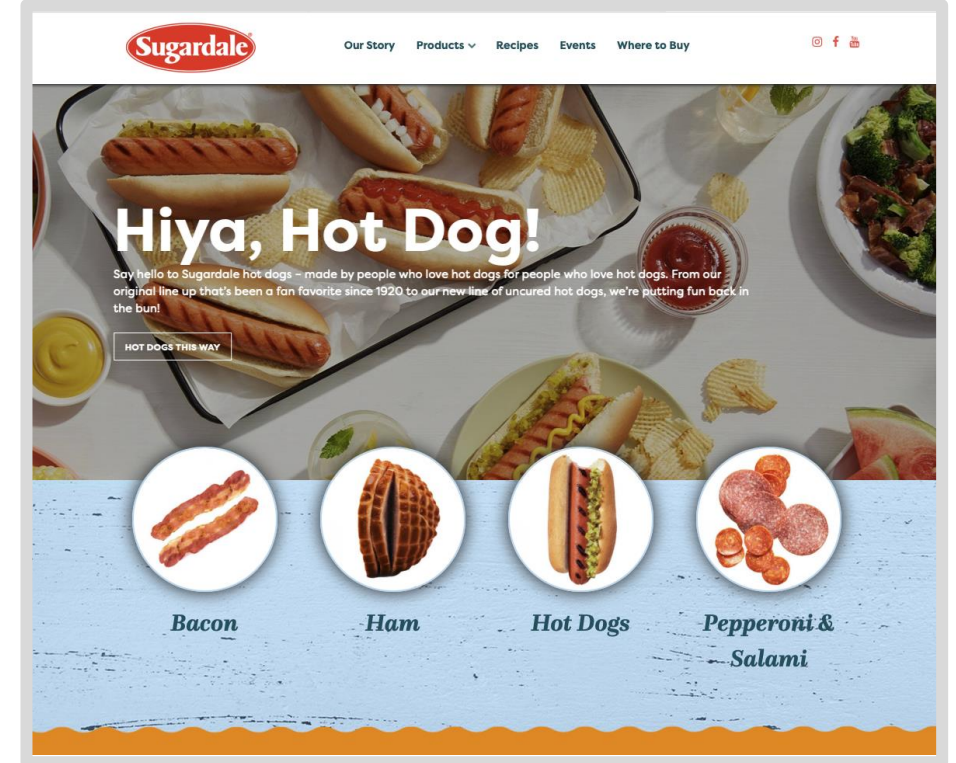
For generations, Sugardale has been committed to providing the best quality meats for you, your family and friends. Whether it's crispy bacon for family brunch, a delicious hot dog at a barbecue, tasty pepperoni for pizza night, or a holiday ham centerpiece, we're grateful for the opportunity to have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

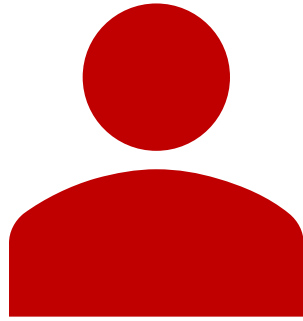
At Sugardale, we give it our all. Because it's not just our business, it's our family.



There is a **disconnect** for consumers between the Sugardale brand & the Website



What did the
Focus Group
Participants
have to say?

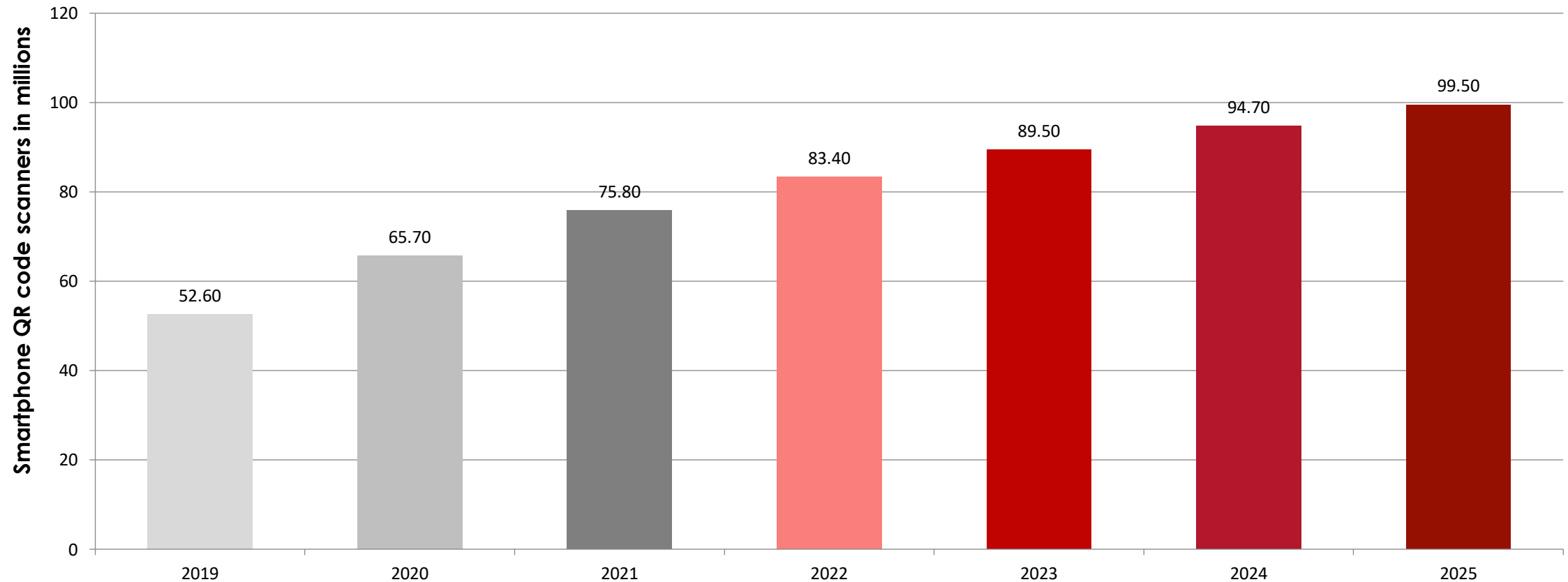


"How are people being
directed to this website?"
-Female, 40s



QR codes!!!

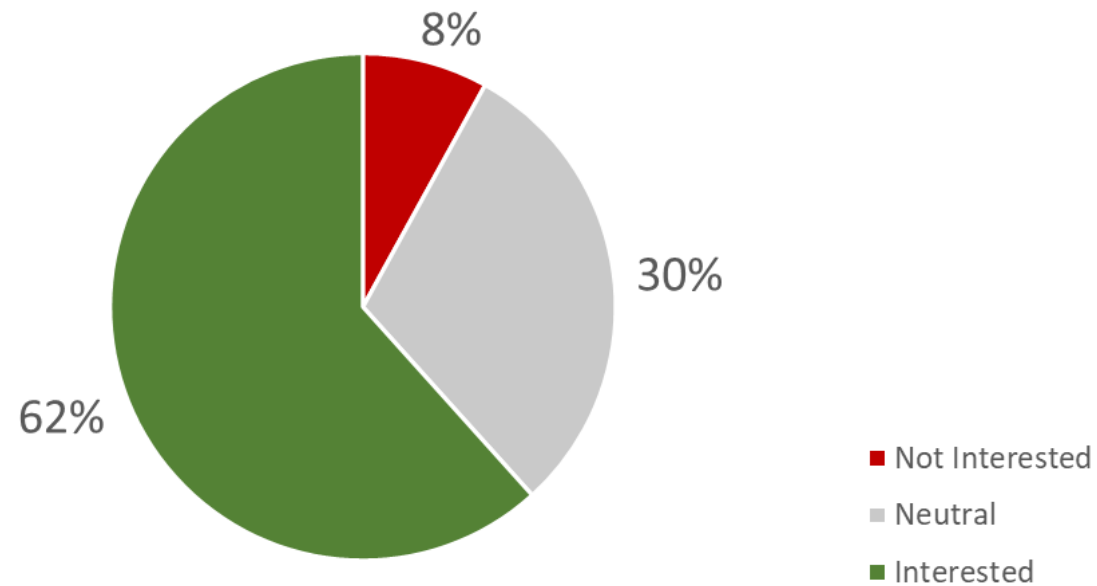
QR Code Users in the U.S. 2019-2020, with Forecasts to 2025



Website (NFCW). (July 26, 2022). Estimates on the number of smartphone users in the United States who scan QR codes for payments or other use cases in 2019 and 2020, with forecasts from 2020 to 2025 (in millions) [Graph]. In *Statista*. Retrieved April 18, 2023, from <https://www-statista-com.ezproxy.uakron.edu:2443/statistics/1337584/number-of-smartphone-qr-code-scanners-usa/>

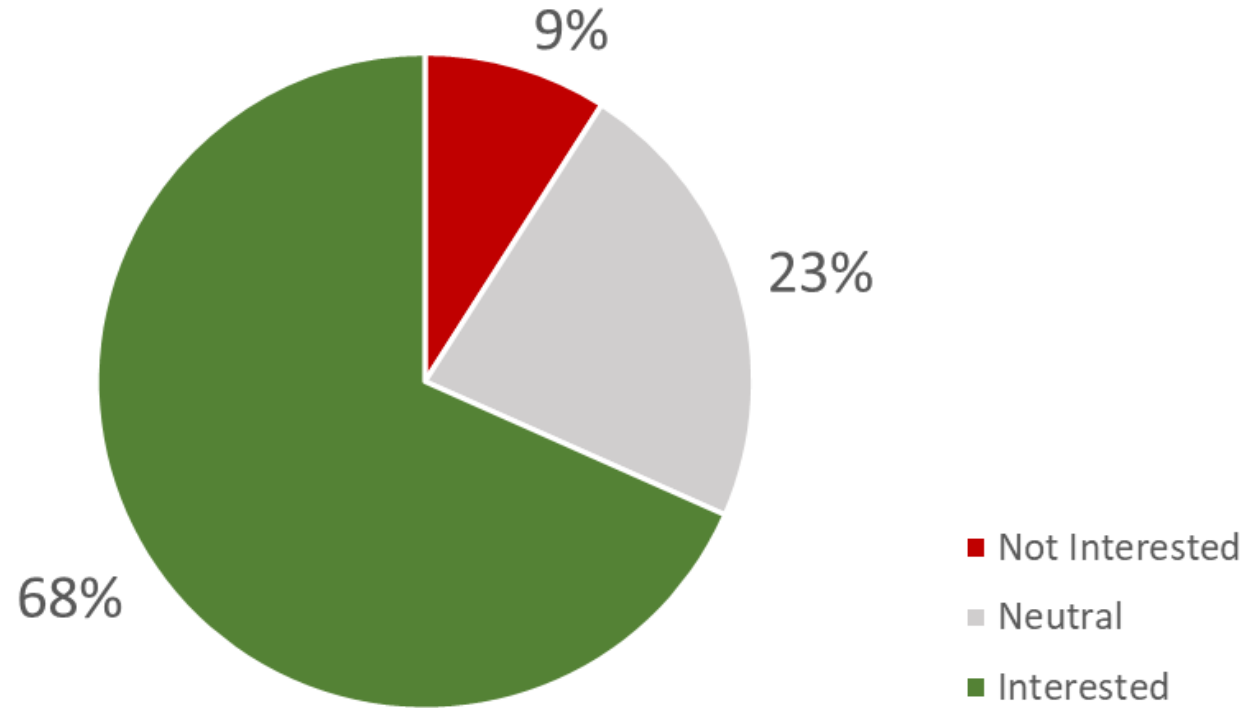
QR Code on Bacon Packaging = People **Interested**

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



***Survey Confirmed

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

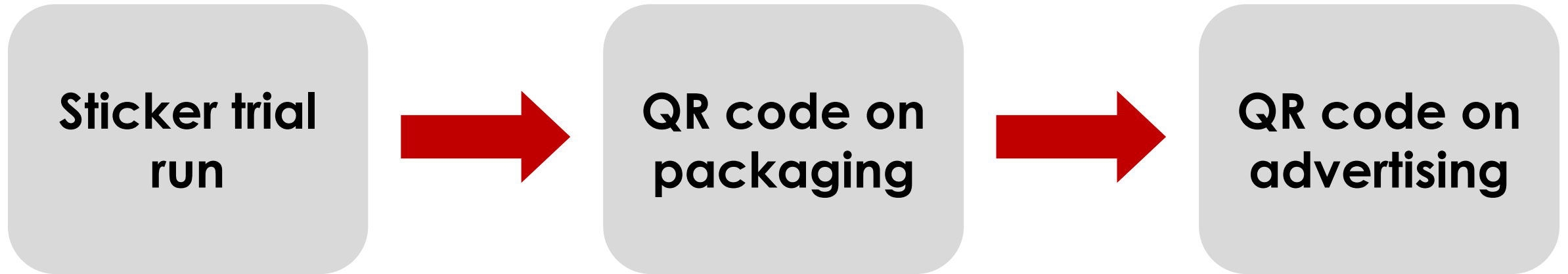


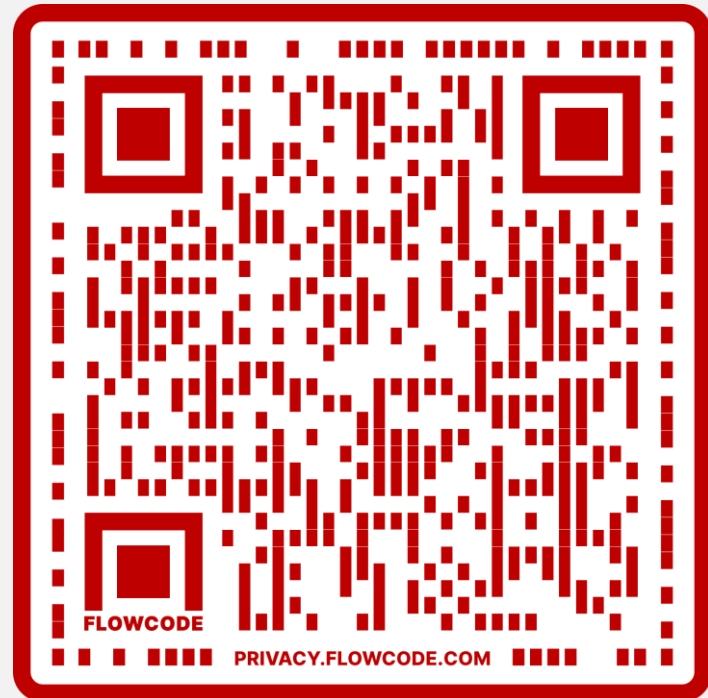
**QR Code on Ham
Packaging =
People **Interested****

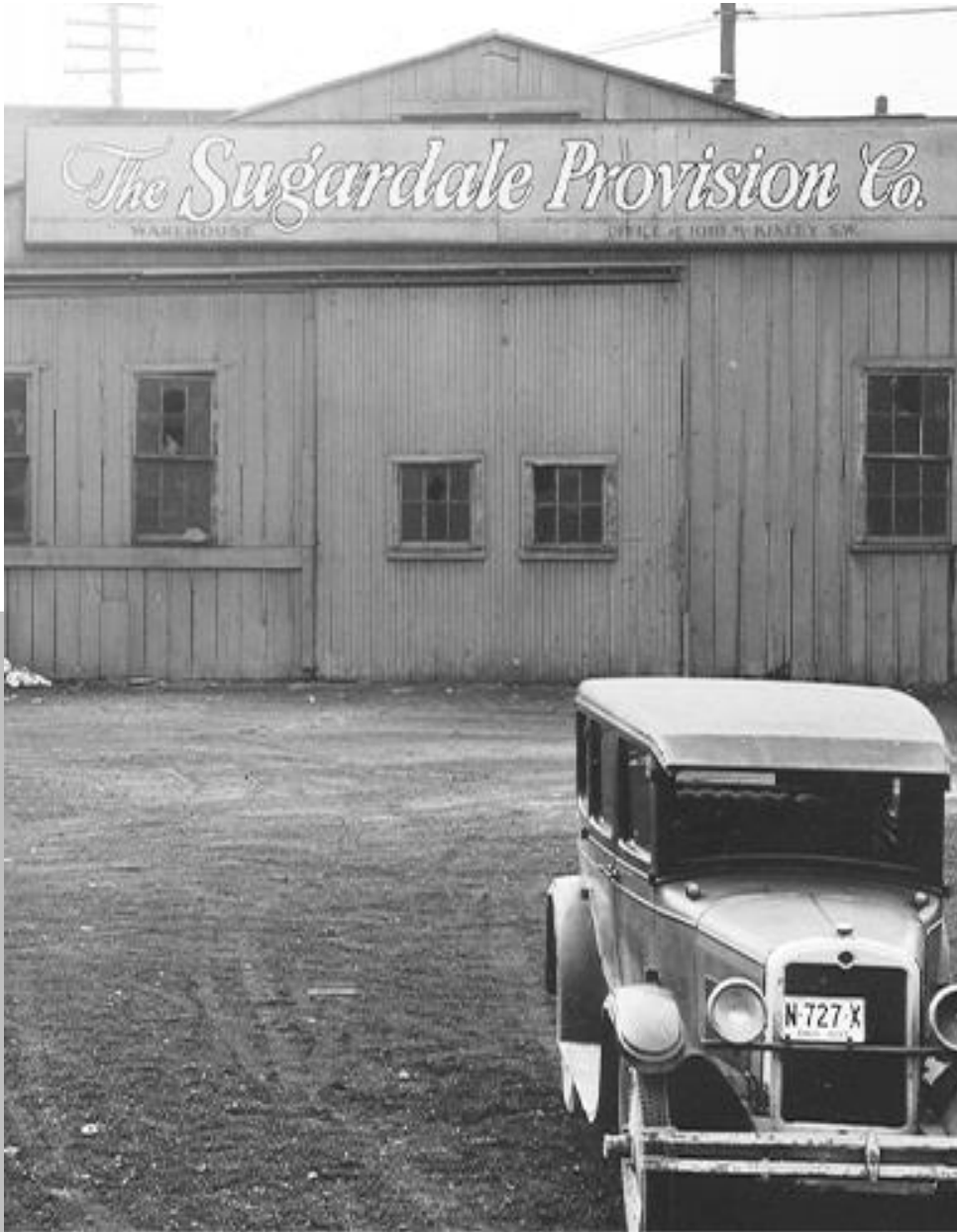


***Survey Confirmed

What could this look like?



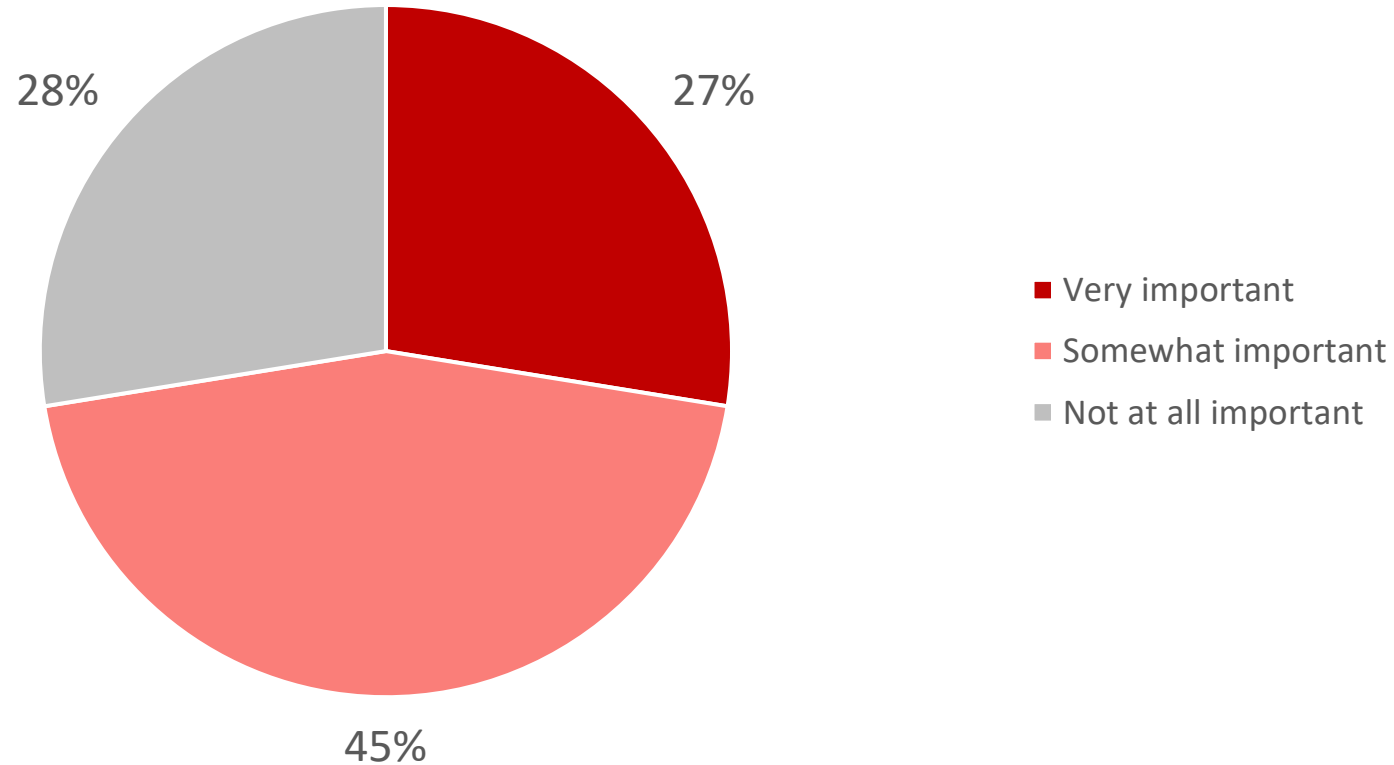




Recommendation 2

Emphasize Social
Responsibility Across All
Platforms

Importance of Company's Social Responsibility in Consumer's Buying Decisions in U.S. in 2023



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**



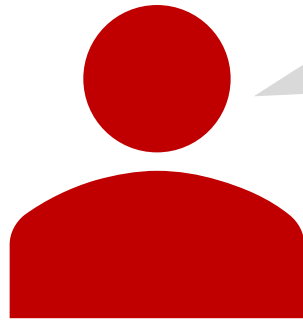
**Physical
Health**



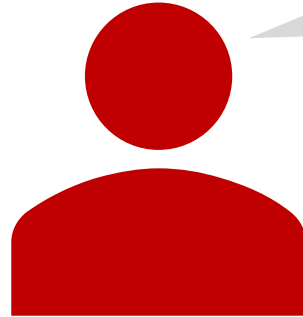
**Civic & Culture
Programs**

(Graphic from Freshmark's website)

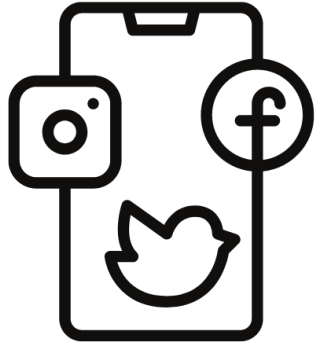
**Comments on
charitable
contributions
graphic from
Freshmark
website**



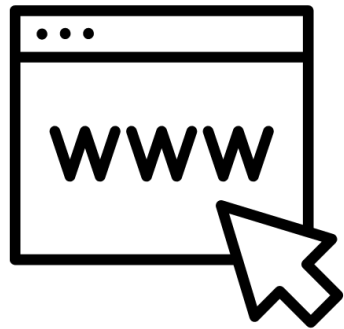
“Where is the money actually going? If it’s more specific, then you know that it is not a bluff” -
Female, 41



“I would like to see more specifics” -
Female, 34



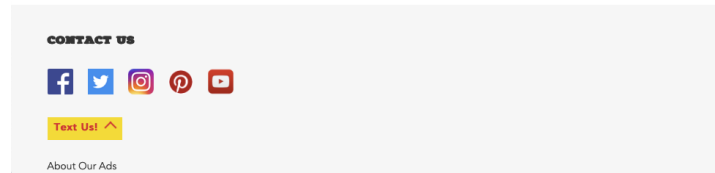
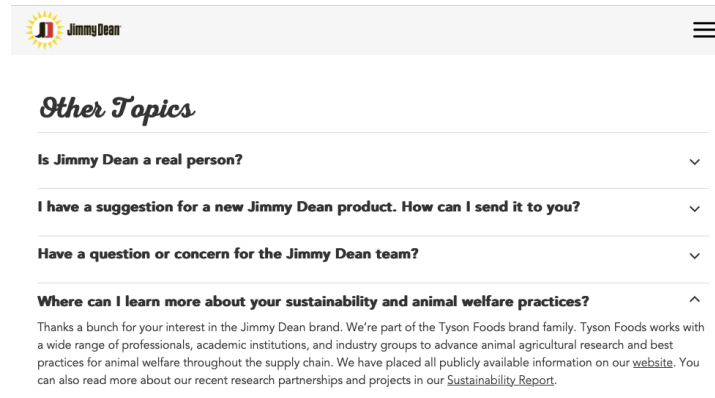
50% rely on
Social Media



37% rely on
Company Websites

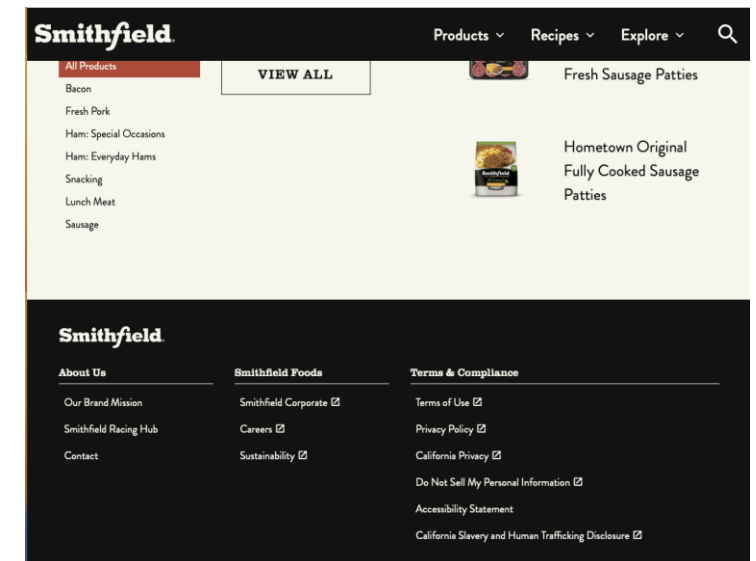
Popular
methods among
Millennials to
find company's
CSR initiatives

How **competitors** display their Social Responsibility initiatives

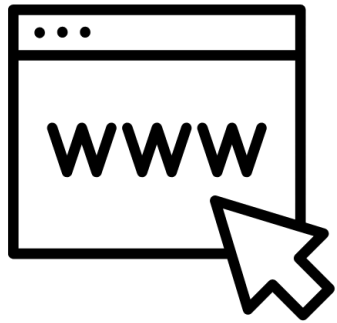


FAQ section on website

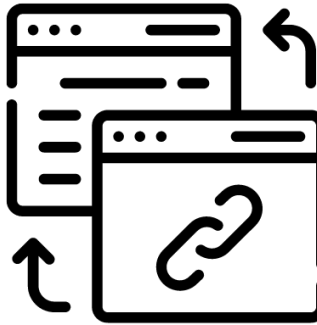
Footer of website under holding company



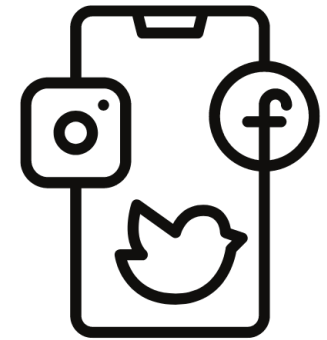
How to **emphasize** Social Responsibility to Millennials



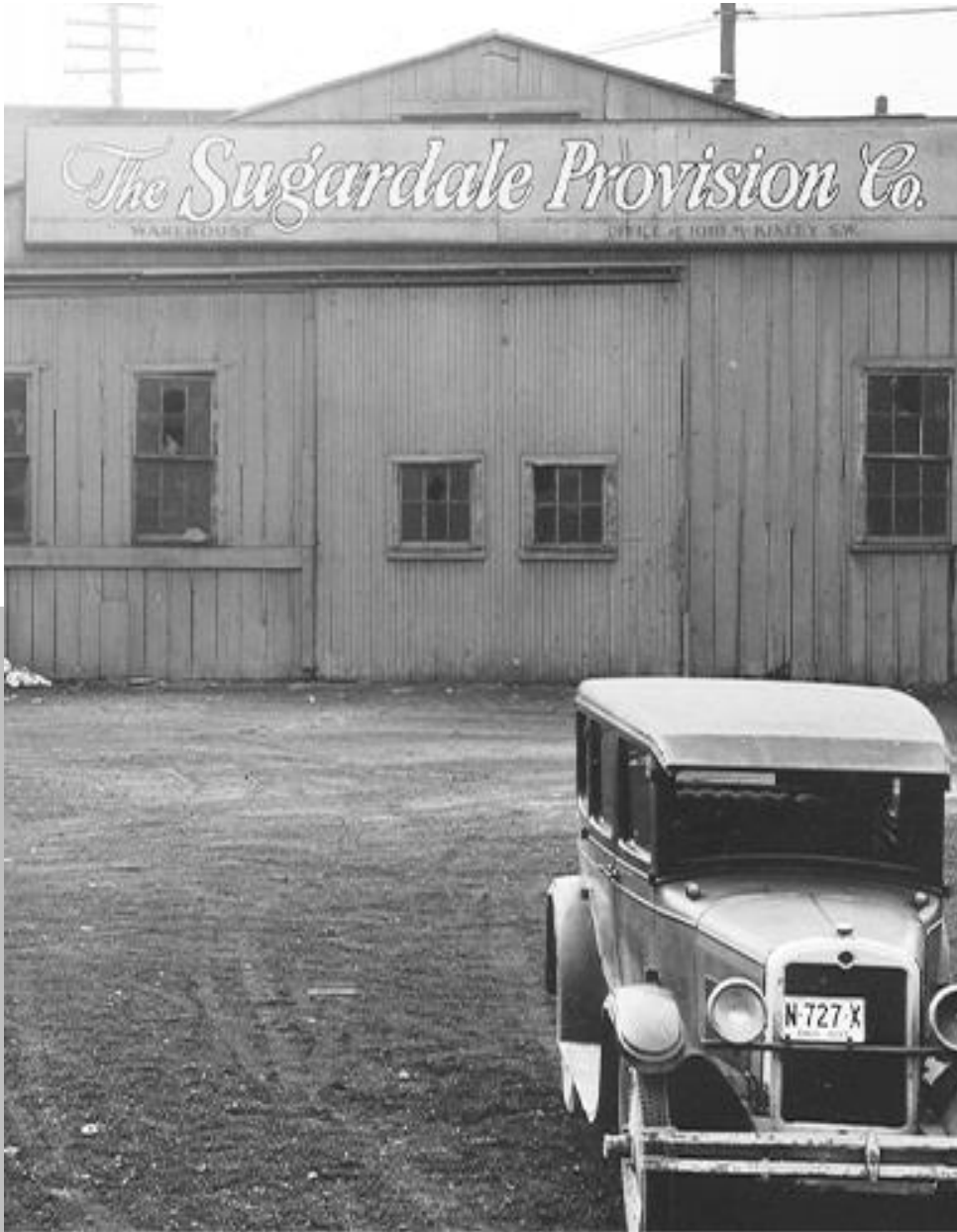
**Social
Responsibility
Section**



**Link to Holding
Company**



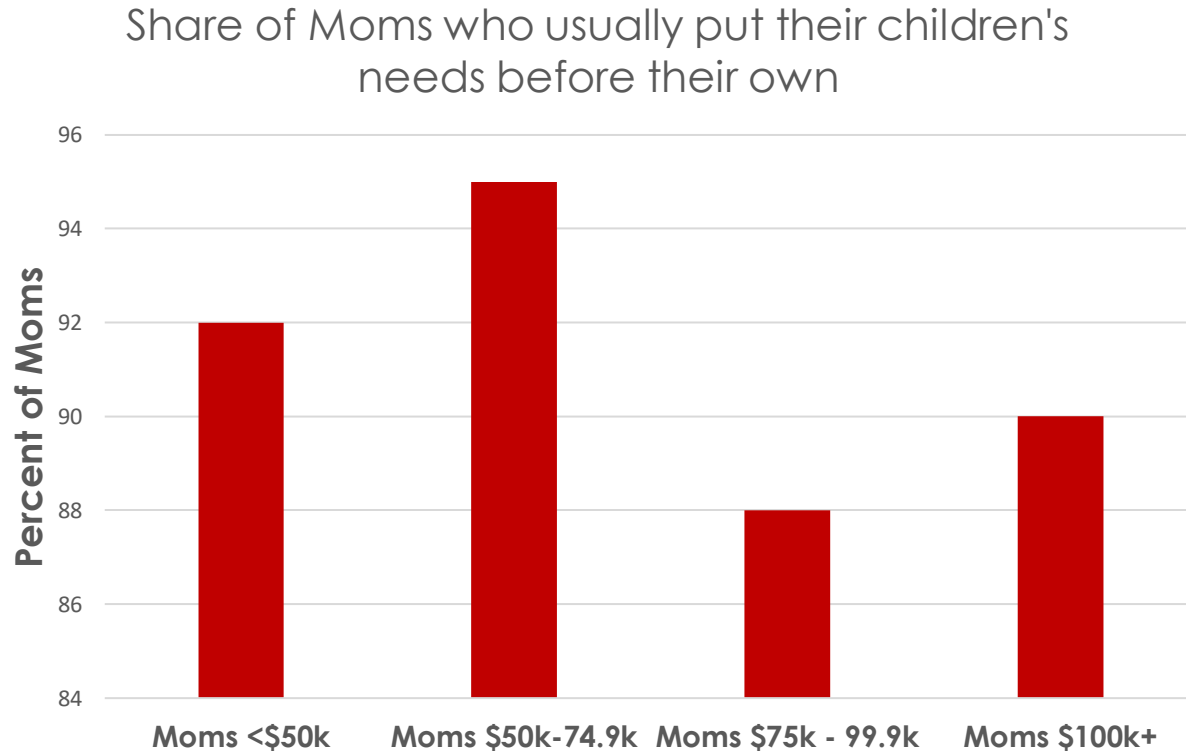
**Post on Social
Media**



Recommendation 3

Better brand positioning
for a convenient and
flavorful option

Priorities of Millennial Moms



"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**

“Moms indicate they derive the most enjoyment from watching their favorite TV shows and eating their favorite foods”

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

Qualities individuals look for when purchasing food

Taste

Price

Quality

Freshness

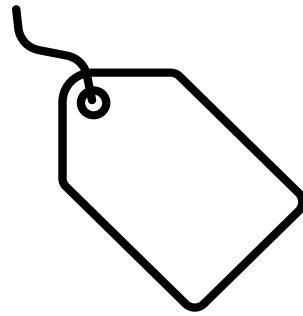
Qualities look for in Food (n=12)



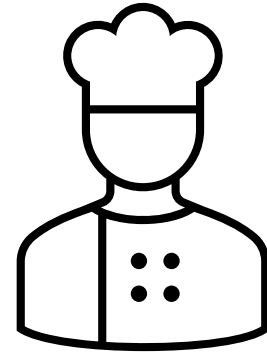
What do Millennial consumers **value**?



Quality



Price



Flavor

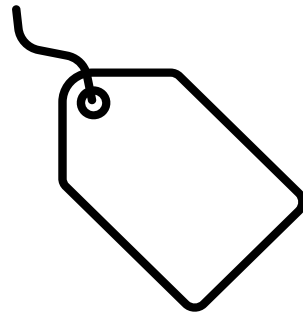
***In-depth Interview Confirmed

Boesel, Kristen (October 22, 2022). Marketing to Moms - US – 2022. *Mintel*.

What do Millennial consumers **value**?



Quality



Price



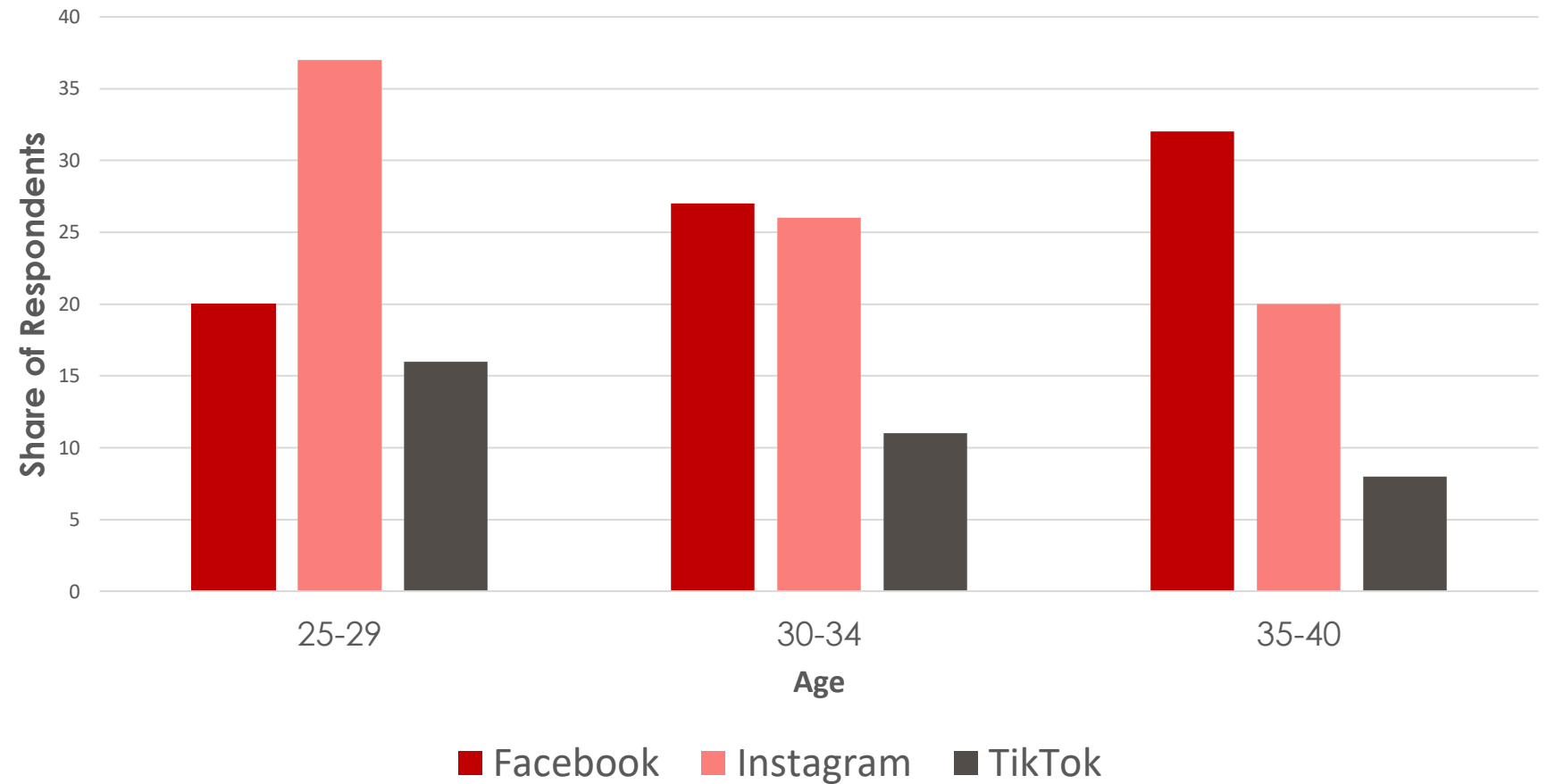
Flavor

***In-depth Interview Confirmed

Boesel, Kristen (October 22, 2022). Marketing to Moms - US – 2022. *Mintel*.

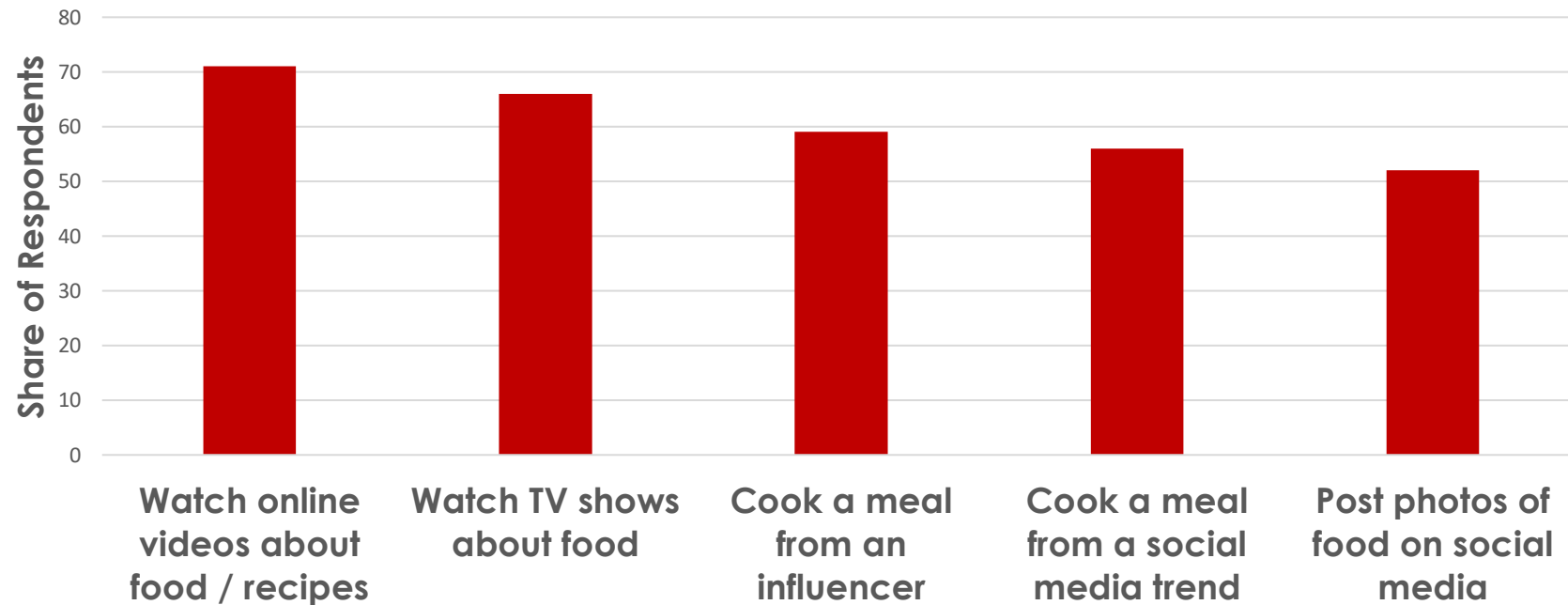
Social Media Platforms that are influential to Millennials

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



Food Activities of Millennials in 2022

Food activities of Millennials in the US & Canada



Millennials are influenced by



Conclusion

1

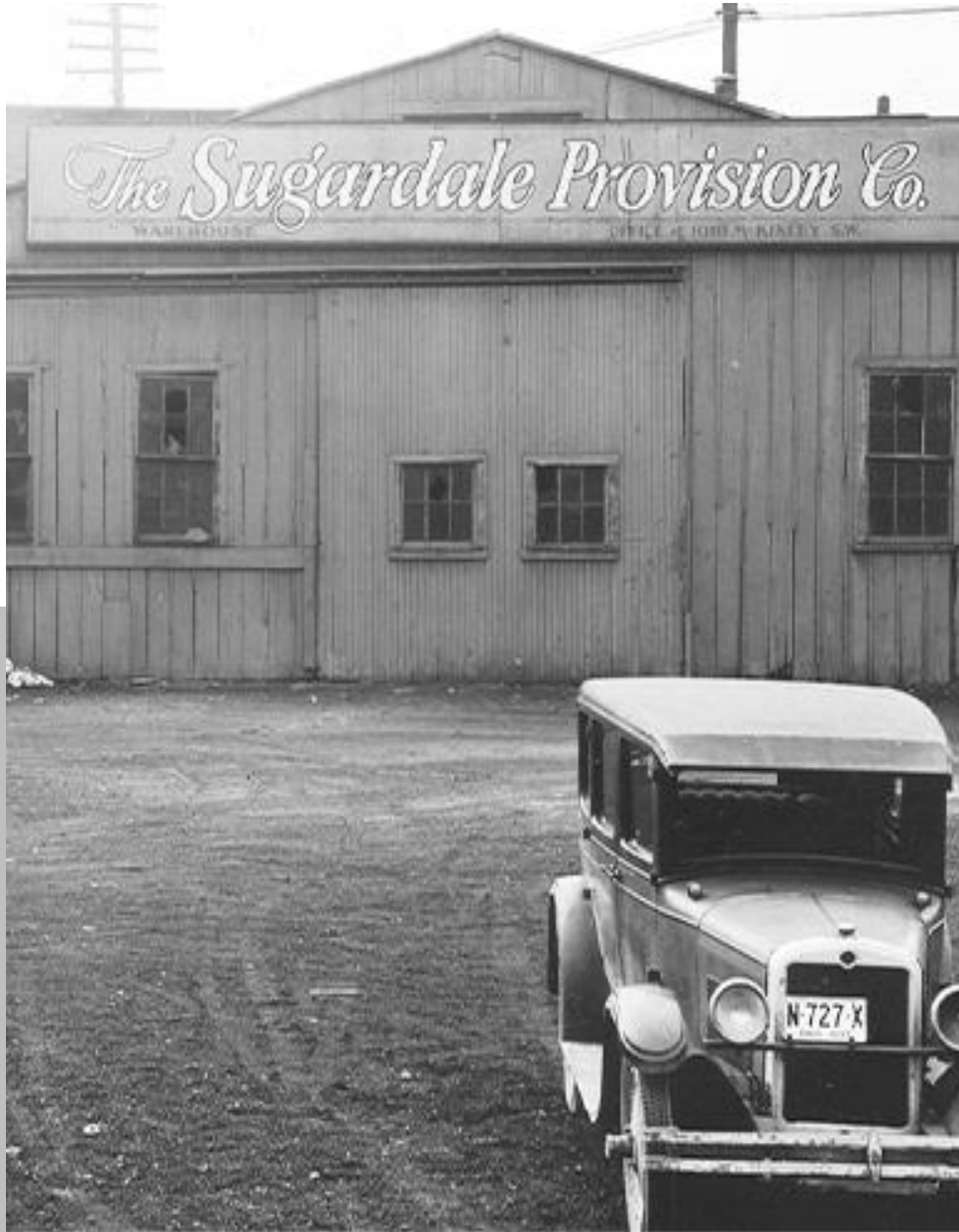
Utilize QR Codes to drive traffic to website

2

Emphasize Social Responsibility across all platforms

3

Better brand positioning for a convenient and flavorful option



Questions?