Hartville Potato Chips Proposal

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Key Initiatives
Key Initiatives

Brand Awareness

1. Increased awareness of product to customers
   - Kettle Cooked Potato Chips (Three Flavors)
   - Manufacturer in Akron, Ohio
   - Sold D2C and Wholesale at Grocery Stores

2. Defined position in potato chip market
   - Three Ingredient Chips (Potatoes, Salt, & Oil)
   - Locally Made and Small Batch
   - Gluten Free, GMO Free
   - High Quality, “Premium” Chip Compared to Others

3. Understood & shared story/background
   - Family Owned
   - Ingredients Sourced from Local Farms
   - Current Staff are Lifelong Friends and Family
   - Ironic Beginnings
# Key Initiatives (Continued)

<table>
<thead>
<tr>
<th>Current</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Increased awareness of product to customers</strong></td>
<td><strong>2. Defined position in potato chip market</strong></td>
</tr>
<tr>
<td>• Lack of customer awareness regarding HPC and their offerings in</td>
<td>• Misconception of unique product that is offered</td>
</tr>
<tr>
<td>grocery stores</td>
<td>• Not presented as a differentiated product compared to other</td>
</tr>
<tr>
<td>• Lower local knowledge of the brand and its products</td>
<td>competitors</td>
</tr>
<tr>
<td><strong>3. Understood &amp; shared story/background</strong></td>
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</tr>
<tr>
<td>• Limited number of customers understand the backstory surrounding</td>
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</tr>
<tr>
<td>Hartville Potato Chips</td>
<td>Hartville Potato Chips</td>
</tr>
<tr>
<td>• Not a large part of marketing materials and current advertising</td>
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<tr>
<td><strong>Future</strong></td>
<td><strong>Future</strong></td>
</tr>
<tr>
<td>• Clear understanding of the Hartville Potato Chips brand</td>
<td>• Recognized as a locally made, fresh ingredient manufacturer of kettle</td>
</tr>
<tr>
<td>• Local affiliation and heightened popularity of the product in the</td>
<td>cooked potato chips</td>
</tr>
<tr>
<td>Akron/Greater Akron area</td>
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</tr>
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</tr>
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<td>Hartville Potato Chips</td>
</tr>
<tr>
<td>cooked potato chips</td>
<td>Hartville Potato Chips</td>
</tr>
<tr>
<td>• Seen as a “premium” product compared to other brands</td>
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</tr>
<tr>
<td>• Understanding of the company’s inception and how it has shaped its</td>
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</tr>
<tr>
<td>core values today</td>
<td>core values today</td>
</tr>
<tr>
<td>• Customers able to learn about team members, suppliers, process etc.</td>
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</tr>
</tbody>
</table>
Key Initiatives (Continued)

Recommendation

1) Brand Identity
   - Consistent branding with story, key claims, and value add in mind

2) Packaging
   - Change colors, fonts, and images to represent a premium product
   - Eye catching designs for packaging that will be spotted on the shelves

3) Premium Quality
   - High-quality ingredients that customers view as premium with associated costs
   - Higher class points of sale
   - Be first movers in space with a “premium” claim on brand
Research Overview
Research Overview

Focus Group
- 6 total participants
- Virtual held on 4/5/24
- 1 hour and 15-minute discussion
- Ages ranged from 20-55

Survey
- 143 total responses
- Issued between 4/18/24 & 4/25/24
- Primarily individuals under 30
- 5–6-minute survey (20 qs)

Research Conducted

Primary Research
Research Overview (Continued)

Demographics

**Age**

- 18-24: 78%
- 25-39: 6%
- 40-54: 8%
- 55-64: 7%
- 65+: 1%

**Education Level**

- Some High School/No Degree: 1%
- High School/GED Equivalent: 13%
- Some College: 50%
- Associate's Degree: 7%
- Bachelor's Degree: 21%
- Master's Degree: 4%
- Doctorate or Prof. Degree: 4%

N = 143
Snacking on potato chips brings me a sense of comfort...

Mean = 0.73

I will pay more for locally made snacks...

I would purchase premium potato chips over regular potato chips...

N = 143

Mean = 0.73

N = 143

N = 143
1) Brand Identity
1) Brand Identity

Recommendations

1. Focus Hartville Potato Chips brand around local, small batch, and quality creating clear differentiation in customers minds compared to competition.

2. Improve awareness of company's history and story on packaging, website, and social media.

3. Emphasize speaking with “one voice” to keep a consistent brand image.

4. Have your product be backed by premium claims such as locally sourced supplies, three ingredients, and a family run business.
A big bowl of potato chips is a family thing, and The Hartville Potato Chip company is no different. The LaGuardia Family founded Hartville Potato Chips in 2019 on the principles of hard work, relationships, and togetherness.

The idea was sparked as an opportunity to bring back the old “OK” potato chips owned by Founder Paul LaGuardia’s (CEO) uncle. With help from old family friends who were also in the food business, Hartville Potato Chips began production on Grant Street in downtown Akron, with Paul’s Mom hand seasoning the first batches.

Today, the company has a team full of family members and friends who strive to make fresh, tasty chips for loyal customers. Unlike large national snack companies, Hartville Potato Chips makes kettle cooked potato chips “the way they used to be made” with 3 simple ingredients supplied from local farms: potatoes, salt, and oil.

Each set of chips is made in small batches which preserves flavor, eliminates preservatives and maintains freshness. Our gluten free, additive free formula is perfect for delivering crunchy, tasty chips! We appreciate your support, while you enjoy our small batch Hartville Potato Chips!
1) Brand Identity (Continued)

**Results**

I would Support a company/brand with the story listed below:

- **1%** Strongly Disagree
- **2%** Disagree
- **12%** Neutral
- **34%** Agree
- **51%** Strongly Agree

Mean = 1.15

**Commentary**

- Over 140+ people surveyed and nearly 85% strongly agree or agree that they would support a company with the above story
- Emphasizes importance of Hartville to effectively portray their story, given people are prone to support local brands (high mean)
  - Family owned and operated (local)
  - Feel-good inception
- Hartville Potato Chips should advertise the story on the bag and website

N = 143
Mean of 0.43 shows that consumers prefer to only have 3 ingredients in their kettle cooked potato chips

~48% of those surveyed found this to factor to be important or very important when deciding to purchase chips

Promote 3 ingredients on bag and in all marketing materials

Results

Commentary

How important is it for kettle cooked potato chips to have only 3 ingredients (potatoes, oil, salt)?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Unimportant</td>
<td>18%</td>
</tr>
<tr>
<td>Unimportant</td>
<td>30%</td>
</tr>
<tr>
<td>Neutral</td>
<td>15%</td>
</tr>
<tr>
<td>Important</td>
<td>33%</td>
</tr>
</tbody>
</table>

N = 143

Mean = 0.43
1) Brand Identity (Continued)

How likely are you to buy/support a kettle cooked potato chip company that is "locally made?"

Results

- **Very Likely**: 44%
- ** Likely**: 27%
- **Neutral**: 6%
- **Unlikely**: 3%
- **Very Unlikely**: 20%

Mean = 0.87

N = 143

Commentary

- Locally made kettle cooked potato chips are likely to be supported by those who were surveyed
  - Mean of 0.87
  - ~71% likely or very likely to support (102/143 participants)
- Clearly position the chip as locally made
  - Mean = 0.87
  - N = 143
1) Brand Identity (Continued)

How important are the following factors in your decision to purchase kettle-cooked chips?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Very Unimpor.</th>
<th>Unimpor.</th>
<th>Neutral</th>
<th>Important</th>
<th>Very Important</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Ingredients</td>
<td>3%</td>
<td>8%</td>
<td>24%</td>
<td>43%</td>
<td>22%</td>
<td>0.73</td>
</tr>
<tr>
<td>Well-Known Brand</td>
<td>5%</td>
<td>20%</td>
<td>33%</td>
<td>35%</td>
<td>7%</td>
<td>0.19</td>
</tr>
<tr>
<td>Locally Made</td>
<td>3%</td>
<td>15%</td>
<td>30%</td>
<td>44%</td>
<td>8%</td>
<td>0.38</td>
</tr>
<tr>
<td>3-Ingredients</td>
<td>3%</td>
<td>20%</td>
<td>31%</td>
<td>35%</td>
<td>10%</td>
<td>0.29</td>
</tr>
<tr>
<td>No Preservatives</td>
<td>2%</td>
<td>17%</td>
<td>23%</td>
<td>32%</td>
<td>26%</td>
<td>0.63</td>
</tr>
</tbody>
</table>

N = 143

Commentary

- Fresh ingredients is the most important followed by no preservatives
- Well-known brand was relatively flat (mean = 0.19) which plays to a local company’s advantage like HPC
- Plays to the advantage of HPC, one of few companies to offer small batch, fresh chips
- Highlight these attributes to build a brand image and premium product backed by the listed claims
1) Brand Identity (Continued)

**Results**

**Fresh Ingredients**

- **Very Unimportant**: 3%
- **Unimportant**: 22%
- **Neutral**: 8%
- **Important**: 43%
- **Very Important**: 24%

**No Preservatives**

- **Very Unimportant**: 2%
- **Unimportant**: 26%
- **Neutral**: 17%
- **Important**: 32%
- **Very Important**: 23%

*N = 143*
1) Brand Identity (Continued)

<table>
<thead>
<tr>
<th>Commentary</th>
<th>Quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q:</strong> Is there anything that would change your mind when it comes to switching from potato chip brands you already buy?</td>
<td><strong>&quot;I love the story; it changes my whole perspective on the company&quot;</strong></td>
</tr>
<tr>
<td>• Will switch if there is a reasonable equivalent at the same or cheaper price</td>
<td><strong>&quot;I was unaware that there were companies who made small batch, locally made potato chips&quot;</strong></td>
</tr>
<tr>
<td>• Enjoy when consumers can try samples of things, this could lead them to change chip brands</td>
<td><strong>&quot;History matters&quot;</strong></td>
</tr>
<tr>
<td>• Most of the participants mentioned that they like to stick to what they like and will pay extra money for it – HPC needs to build a brand identity to get repeat customers</td>
<td></td>
</tr>
</tbody>
</table>
1) Brand Identity (Continued)

**Commentary**

Q: Would a company’s story help you want to purchase a product?
- Very few companies in the market currently show their story
- 4/6 participants noted that they like a back story for what they are purchasing

Q: What notable items are seen in the history of HPC?
- Participants responded positively to the story
- Notable words that caught the audiences’ eyes:
  - locally made, Akron OH
  - fresh ingredients
  - started through family connections, family workers, hand salted by mother.

**Quotes**

“I’m willing to support local companies, especially ones close to home”

“Interesting that they source their ingredients from Ohio farms”

“Akron caught my attention”
1) Brand Identity

• Confirm points of emphasis to cement brand image (local, small batch)
• Finalize story to be provided to customers

2 • Ensure that the product backs these claims
• Use these claims as points of differentiation when compared to competition

Implementation

3 • Push these claims (marketing manager):
   • New packaging claims
   • Social media hashtags/captions
   • Website “About Us”

4 • KPIs:
   • Traffic on website, social media interaction, sales as a result of the key words, phrases, and stories listed to gauge success
2) Packaging
2) Packaging

Recommendations

1. Packaging needs to be adjusted in three major areas: colors and finish, font style, and imagery.

2. White gloss bag was not favored – recommend changing to a matte finish using black or red coloring as it perceives “premium”.

3. Make fonts consistent so messages like “made fresh daily” and “kettle cooked” are easier to read.

4. Fill the unoccupied space in the corners of the bag with imagery that is perceived as premium (actual chips, salt, etc.).
2) Packaging (Continued)

The following details of the image represent a "premium" chip?

- **Mean for color**: -0.36
- **Mean for font styles**: -0.20
- **Mean for images**: -0.11
- **Mean for gloss bag**: -0.14

**Commentary**

- This gives HPC an idea of what their current packaging indicates in the public’s eye
- Participants did not view colors, font styles, images, or gloss bag finish to be “premium” or high-quality
- All the attributes from the current HPC came back with means less than zero
  - Overall customers tend to disagree that any of the listed items represent a premium chip given the current bag design
  - Colors were the lowest with a mean of -0.36
2) Packaging (Continued)

The following details of the image represent a "premium" chip?

<table>
<thead>
<tr>
<th>Results</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean for color</td>
<td>• This gives HPC an idea of how their private-label packaging is viewed in the customers eye</td>
</tr>
<tr>
<td>Mean for font styles</td>
<td>• Participants found the colors (primarily the black) and the matte bag finish as premium in the above image</td>
</tr>
<tr>
<td>Mean for images</td>
<td>• The black color is most notable given the idea of developing a new premium product line – good idea for bag design</td>
</tr>
<tr>
<td>Mean for matte bag</td>
<td>• The font styles netted ~64% agree or strongly agree showing a consistent, bold or sleek style is seen as premium</td>
</tr>
</tbody>
</table>

Mean for color: 0.80  Mean for font styles: 0.74  Mean for images: 0.39  Mean for matte bag: 0.81

N = 143
2) Packaging (Continued)

<table>
<thead>
<tr>
<th>New Bag Design #1</th>
<th>New Bag Design #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>The following details of the image represent a &quot;premium&quot; chip?</td>
<td>The following details of the image represent a &quot;premium&quot; chip?</td>
</tr>
<tr>
<td>Mean for color</td>
<td>Mean for color</td>
</tr>
<tr>
<td>0.61</td>
<td>0.51</td>
</tr>
<tr>
<td>Mean for font styles</td>
<td>Mean for font styles</td>
</tr>
<tr>
<td>0.32</td>
<td>0.30</td>
</tr>
<tr>
<td>Mean for images</td>
<td>Mean for images</td>
</tr>
<tr>
<td>0.25</td>
<td>0.10</td>
</tr>
<tr>
<td>Mean for matte bag</td>
<td>Mean for matte bag</td>
</tr>
<tr>
<td>0.75</td>
<td>0.68</td>
</tr>
</tbody>
</table>

N = 143
The following details of the image represent a "premium" chip?

<table>
<thead>
<tr>
<th>Bag Type</th>
<th>Color Mean</th>
<th>Font Style Mean</th>
<th>Images Mean</th>
<th>Bag Type Mean</th>
<th>Total Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dorothy Lane</td>
<td>-0.36</td>
<td>-0.20</td>
<td>-0.11</td>
<td>-0.14</td>
<td>-0.20</td>
</tr>
<tr>
<td>New Bag #1</td>
<td>0.80</td>
<td>0.74</td>
<td>0.39</td>
<td>0.81</td>
<td>0.69</td>
</tr>
<tr>
<td>New Bag #2</td>
<td>0.61</td>
<td>0.32</td>
<td>0.25</td>
<td>0.75</td>
<td>0.48</td>
</tr>
<tr>
<td>Red</td>
<td>0.51</td>
<td>0.30</td>
<td>0.10</td>
<td>0.68</td>
<td>0.40</td>
</tr>
</tbody>
</table>

Commentary

- The following bags were considered “premium” by the participants in the survey
  - Dorothy Lane Bag – mean = 0.69
  - New Bag #1 – mean = 0.48
  - New Bag #2 – mean = 0.40
- Common sense is that both the black and red colors are looked at as premium in chip products

N = 143
## 2) Packaging (Continued)

<table>
<thead>
<tr>
<th>Results</th>
<th>Commentary</th>
</tr>
</thead>
</table>
| ![Red Bag](image1.jpg) ![Black Bag](image2.jpg) | • The imagery on the bag surprisingly did not have a prominent effect on the premium nature of the bag  
• The matte bag is a key indicator in whether participants considered the chips as premium  
• For new packaging, the following ideas should be incorporated:  
  • Bold, consistent font styles  
  • Black and red colors with matte bags  
  • Imagery in unoccupied space |

---

The imagery on the bag surprisingly did not have a prominent effect on the premium nature of the bag.

The matte bag is a key indicator in whether participants considered the chips as premium.

For new packaging, the following ideas should be incorporated:

- Bold, consistent font styles
- Black and red colors with matte bags
- Imagery in unoccupied space
2) Packaging (Continued)

**Results**

- Spotlight Map
- Heat Map

**Commentary**

- The two images reiterate that there is ample unoccupied space in the consumer's mind
- Images and fonts draw attention, but spots with nothing (like the corners) are underutilized
- Expanding wording and images would be beneficial based on the surveys, focus groups, and eye tracking
- Recommend filling blank space with premium images such as chips or salt as seen in mockups
2) Packaging (Continued)

Commentary

Q: What stood out from the images on potato chip bags?

- Preferred the matte finish on bags as they thought it looked more professional, put together, and “premium”
- Stating “kettle cooked” clearly was beneficial along with pictures of the actual chips

Q: Do fewer ingredient or other health claims affect your purchases?

- 3/6 noted that they do
- Liked claims such as non-GMO, 3 ingredients, locally made, and fresh batched

Quotes

"It's difficult to imagine that bag contains the same chip as HPC."

“I like the sleek look of the black bag, makes me think the product is more expensive”

“The white bag immediately makes me uninterested”
2) Packaging (Continued)

**Commentary**

**Q: What colors are notable or attractive?**
- Black
- Red

**Q: Any suggestions you would make for the current packaging of Hartville Potato Chips?**
- More modern packaging (solid background with matte finish)
- Keep message the same but make it more apparent
- The bags message and imagery needs to be more consistent

**Quotes**

“I think the red and black colors complement each other well”

“Like the current messaging (gluten free, cooked fresh daily) but it needs to be made more prominent”

“I would buy the new bag designs”
2) Packaging (Continued)

Implementation

1. Utilize data to develop mockup designs for packaging
   - New colors, fonts, imagery used

2. Involve bag manufacturer to discuss ability of new design
   - Hire professional to create the final bag design

3. Plan the release of the new product
   - Coincide with additional marketing & advertising efforts (promotional)

4. KPIs:
   - Gauge customer feedback and sales of the new packaging

- Utilize data to develop mockup designs for packaging
- New colors, fonts, imagery used
- Involve bag manufacturer to discuss ability of new design
- Hire professional to create the final bag design
- KPIs:
  - Gauge customer feedback and sales of the new packaging
  - Plan the release of the new product
  - Coincide with additional marketing & advertising efforts (promotional)
3) Premium Quality
3) Premium Quality

<table>
<thead>
<tr>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make a premium product separate from the current line to avoid confusion of position</td>
</tr>
<tr>
<td>Recommend using a higher quality oil for differentiation (experiment with avocado oil, if not possible, use sunflower)</td>
</tr>
<tr>
<td>Claim the product as “premium” chips and sell at a higher price – be one of the first chip companies to fill this niche</td>
</tr>
<tr>
<td>Look to sell in quality stores like Whole Foods (replicate what Dorothy Lane is doing in both taste and appearance)</td>
</tr>
</tbody>
</table>
3) Premium Quality (Continued)

Participants were relatively neutral on the idea of buying potato chips that are considered "premium." From further understanding, many participants did not know what made a chip “premium” which could be skewing the data. Once understood, many participants said they would be willing to try premium chips. Hartville should take advantage of the opportunity to serve the premium niche.

Results

- Very Unlikely: 17%
- Unlikely: 22%
- Neutral: 45%
- Likely: 11%
- Very Likely: 4%

How likely are you to buy potato chips that are considered "premium?"

N = 143
3) Premium Quality (Continued)

How important are a snack company's affiliates (partners, suppliers, supporters, etc.) in determining their brand image?

- Very Unimportant: 13%
- Unimportant: 8%
- Neutral: 17%
- Important: 38%
- Very Important: 25%

N = 143

Commentary

- Over 50% of participants found company’s affiliates important in determining their brand image
- HPC can leverage their suppliers and partners to portray a positive, premium brand image
  - Hiram, Ohio potato farm for supplies
  - Sold in local breweries like Thirsty Dog
3) Premium Quality (Continued)

<table>
<thead>
<tr>
<th>Results</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would consider potato chips made with this type of oil high quality.</td>
<td>• Consumers view Oil as a large determinant when considering if potato chips are high quality or “premium”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Oil Type</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soybean Oil</td>
<td>8</td>
<td>22</td>
</tr>
<tr>
<td>Corn Oil</td>
<td>10</td>
<td>27</td>
</tr>
<tr>
<td>Sunflower Oil</td>
<td>5</td>
<td>52</td>
</tr>
<tr>
<td>Avocado Oil</td>
<td>3</td>
<td>55</td>
</tr>
</tbody>
</table>

*Surveyed individuals agreed that Avocado oil and sunflower oil were seen to be high quality through our consensus*

*Avocado Oil – mean = 0.61*

*Sunflower Oil – mean = 0.35*

*Recommend experimenting with avocado oil, if not able to retain flavor, use sunflower*
Q: What denotes a brand to be premium to you?

- The color of the packaging is something that signifies premium (black or other dark color)
- Displaying the actual product or the ingredients it takes to make the product (potatoes, salt, etc.)
- Having clean ingredients that are transparent on the back or even better, on the front of the bag

Quotes

- “I believe that a premium chip brand would be made with high quality, fresh ingredients”
- “I would expect to find a premium chip in grocery stores like Whole Foods”
- “I am willing to pay more for a product that has premium status”
3) Premium Quality (Continued)

**Commentary**

Q: What makes the chip itself premium?
- Crispiness and taste of actual chip
- The higher chip to volume ratio in the bag
- Where the bags are sold

Q: What oil is looked at as premium?
- Avocado oil is first, after the group noted sunflower oil to be the most “premium”
- Proceptions stem from the underlying item that is producing the oil

**Quotes**

“Crispiness = quality”

“I would prefer oil such as avocado, or even sunflower – they seem healthier”

“Something that exclusive makes it premium”
3) Premium Quality (Continued)

Implementation

1. Develop separate line of chips
   • Cater production schedule to include allotted time for new chips (20% to start)

2. Test avocado oil made chips (need taste tests)
   • Use sunflower oil if avocado oil is not achievable

3. Communicate with stores to create new relationships
   • Market chip as “premium” being a first mover in the space

4. KPIs:
   • Release for sale and judge numbers to understand success over a given period of time
Market Landscape
Recommended Plans
Strategic Recommendations

Recommendation

Emphasize local, small batch, quality brand

Focus on locally made, 3 ingredients, family-owned products

New story/background

Highlight claims in marketing & advertising

Gauge traffic

Implementation
Strategic Recommendations (Continued)

Packaging

Implementation

1. Change colors to red and black with matte finish
2. Make fonts consistent and easy to read
3. Fill in unoccupied space with imagery of chips and salt
4. New bag creation and manufacturing
5. Gauge response

Recommendation
Recommendation

Strategic Recommendations (Continued)

Premium Quality

Implementation

1. Make new line of product branded as “premium” at a higher price point
2. Use higher quality oil like avocado or sunflower
3. Build channels in quality stores like Whole Foods
4. Define production details and operations
5. Gauge sales

Recommendation
Thank You!

Questions?
Appendix
Appendix

Process Used & Timeline

- Company and Case Introduction
- Secondary Research
- Interviews

Fall Semester

- Large scale opinions on ingredients
- Premium packaging Insights
- Demographics of consumers

Spring Semester Survey

- Consumer insights on packaging
- Relevance of company history
- Importance of small batch & local brand

Spring Semester Focus Group

- Focus on most important recommendations
- Create visually appealing Presentation

Project Discussion & Presentation

- Digestion of numbers
- Percentages for answers
- Alignment with secondary research

Data Analysis
Appendix (Continued)

Results

The following details of the image represent a "premium" chip?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colors</td>
<td>11%</td>
<td>41%</td>
<td>23%</td>
<td>25%</td>
<td>1%</td>
<td>-0.36</td>
</tr>
<tr>
<td>Font Styles</td>
<td>8%</td>
<td>31%</td>
<td>36%</td>
<td>25%</td>
<td>1%</td>
<td>-0.20</td>
</tr>
<tr>
<td>Images</td>
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<td>28%</td>
<td>33%</td>
<td>29%</td>
<td>2%</td>
<td>-0.11</td>
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<tr>
<td>Gloss Bag</td>
<td>7%</td>
<td>31%</td>
<td>33%</td>
<td>27%</td>
<td>2%</td>
<td>-0.14</td>
</tr>
</tbody>
</table>

N = 143
### Results

The following details of the image represent a "premium" chip?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
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<td>9%</td>
<td>16%</td>
<td>49%</td>
<td>23%</td>
<td>0.80</td>
</tr>
<tr>
<td>Font Styles</td>
<td>1%</td>
<td>4%</td>
<td>31%</td>
<td>46%</td>
<td>18%</td>
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<td>28%</td>
<td>38%</td>
<td>13%</td>
<td>0.39</td>
</tr>
<tr>
<td>Matte Bag</td>
<td>1%</td>
<td>6%</td>
<td>26%</td>
<td>45%</td>
<td>22%</td>
<td>0.81</td>
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</tbody>
</table>

N = 143
New Bag Design #1

The following details of the image represent a "premium" chip?

<table>
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<th>Attribute</th>
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<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
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<td>Colors</td>
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<td>6%</td>
<td>30%</td>
<td>51%</td>
<td>11%</td>
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<td>16%</td>
<td>32%</td>
<td>40%</td>
<td>8%</td>
<td>0.32</td>
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<tr>
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<td>35%</td>
<td>8%</td>
<td>0.25</td>
</tr>
<tr>
<td>Matte Bag</td>
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<td>27%</td>
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<td>18%</td>
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N = 143
## New Bag Design #2

The following details of the image represent a "premium" chip?

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<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
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<td>Colors</td>
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<td>14%</td>
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<td>18%</td>
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<tr>
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<td>36%</td>
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<td>8%</td>
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<td>30%</td>
<td>8%</td>
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</tr>
<tr>
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<td>1%</td>
<td>8%</td>
<td>28%</td>
<td>45%</td>
<td>17%</td>
<td>0.68</td>
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</tbody>
</table>

N = 143
## Results

I would consider potato chips made with this type of oil high quality.

<table>
<thead>
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<th>Oil Type</th>
<th>Very Unimport.</th>
<th>Unimport.</th>
<th>Neutral</th>
<th>Important</th>
<th>Very Important</th>
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<td>55%</td>
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<td>2%</td>
<td>-0.13</td>
</tr>
<tr>
<td>Sunflower Oil</td>
<td>3%</td>
<td>7%</td>
<td>47%</td>
<td>36%</td>
<td>6%</td>
<td>0.35</td>
</tr>
<tr>
<td>Corn Oil</td>
<td>7%</td>
<td>25%</td>
<td>49%</td>
<td>19%</td>
<td>0%</td>
<td>-0.20</td>
</tr>
<tr>
<td>Avocado Oil</td>
<td>2%</td>
<td>6%</td>
<td>38%</td>
<td>38%</td>
<td>16%</td>
<td>0.61</td>
</tr>
</tbody>
</table>

N = 143
Where do these kettle cooked potato chip brands fall on the below scale in terms of quality?

<table>
<thead>
<tr>
<th>Quality</th>
<th>Very Low Quality</th>
<th>Low Quality</th>
<th>Neutral</th>
<th>High Quality</th>
<th>Very High Quality</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lays</td>
<td>6%</td>
<td>15%</td>
<td>38%</td>
<td>36%</td>
<td>4%</td>
<td>0.16</td>
</tr>
<tr>
<td>Kettle Brand</td>
<td>1%</td>
<td>5%</td>
<td>41%</td>
<td>41%</td>
<td>11%</td>
<td>0.56</td>
</tr>
<tr>
<td>Miss Vickies</td>
<td>1%</td>
<td>4%</td>
<td>34%</td>
<td>34%</td>
<td>26%</td>
<td>0.79</td>
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<tr>
<td>Cape Cod</td>
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<td>8%</td>
<td>29%</td>
<td>36%</td>
<td>26%</td>
<td>0.80</td>
</tr>
<tr>
<td>Gold’n Crisp</td>
<td>2%</td>
<td>12%</td>
<td>62%</td>
<td>13%</td>
<td>11%</td>
<td>0.19</td>
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<tr>
<td>HPC</td>
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<td>11%</td>
<td>58%</td>
<td>24%</td>
<td>6%</td>
<td>0.23</td>
</tr>
<tr>
<td>Crispy Chips Co.</td>
<td>3%</td>
<td>10%</td>
<td>80%</td>
<td>6%</td>
<td>1%</td>
<td>-0.08</td>
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</tbody>
</table>
Competitors in Terms of Price

Where do these kettle cooked potato chip brands fall on the below scale in terms of price?

<table>
<thead>
<tr>
<th>Price</th>
<th>Very Low Price</th>
<th>Low Price</th>
<th>Neutral</th>
<th>High Price</th>
<th>Very High Price</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lays</td>
<td>3%</td>
<td>26%</td>
<td>45%</td>
<td>20%</td>
<td>6%</td>
<td>0.00</td>
</tr>
<tr>
<td>Kettle Brand</td>
<td>1%</td>
<td>9%</td>
<td>64%</td>
<td>22%</td>
<td>4%</td>
<td>0.20</td>
</tr>
<tr>
<td>Miss Vickies</td>
<td>0%</td>
<td>10%</td>
<td>57%</td>
<td>27%</td>
<td>6%</td>
<td>0.30</td>
</tr>
<tr>
<td>Cape Cod</td>
<td>0%</td>
<td>7%</td>
<td>51%</td>
<td>35%</td>
<td>7%</td>
<td>0.42</td>
</tr>
<tr>
<td>Gold’n Crisp</td>
<td>1%</td>
<td>13%</td>
<td>69%</td>
<td>13%</td>
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<td>0.05</td>
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<tr>
<td>HPC</td>
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<td>11%</td>
<td>72%</td>
<td>14%</td>
<td>2%</td>
<td>0.06</td>
</tr>
<tr>
<td>Crispy Chips Co.</td>
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<td>7%</td>
<td>83%</td>
<td>7%</td>
<td>2%</td>
<td>0.03</td>
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N = 143