



Noshi

Brand Proposal

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EXECUTIVE SUMMARY

Our group was tasked with constructing a brand proposal for Noshi. Our main goal was to construct a brand identity for Noshi using various models taught throughout our career. Our marketing team began by constructing the reference market that Noshi competes in, and then expanded our foundation by redesigning the mission statement and conducting 6 levels of analysis. Using the given information, we built a strategic swot which identified potential opportunities and actions that worked synonymously with the segmentation and positioning strategy we developed. Using all of these building blocks we decided upon multiple activations that further build upon the Noshi brand. Lastly, we then constructed a timeline for the activations and provided a budget for them. Throughout this process, there has been information over the consumers and the company gathered and stored in support of this project.

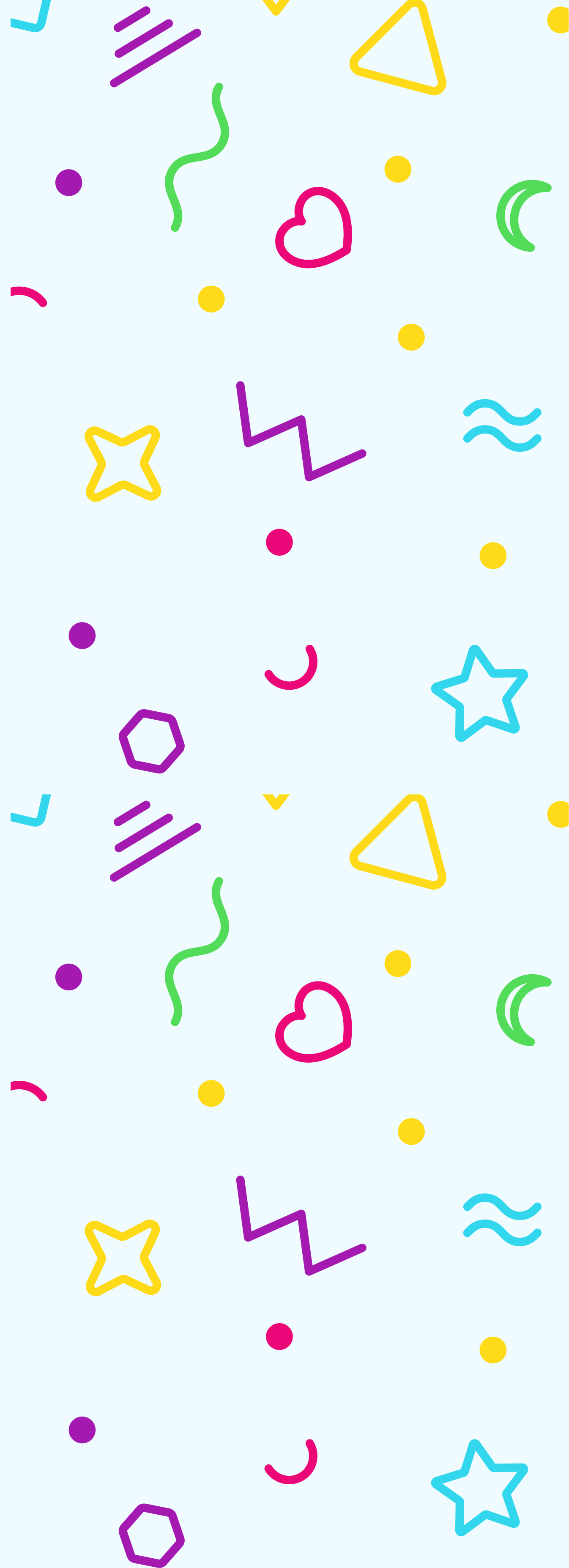
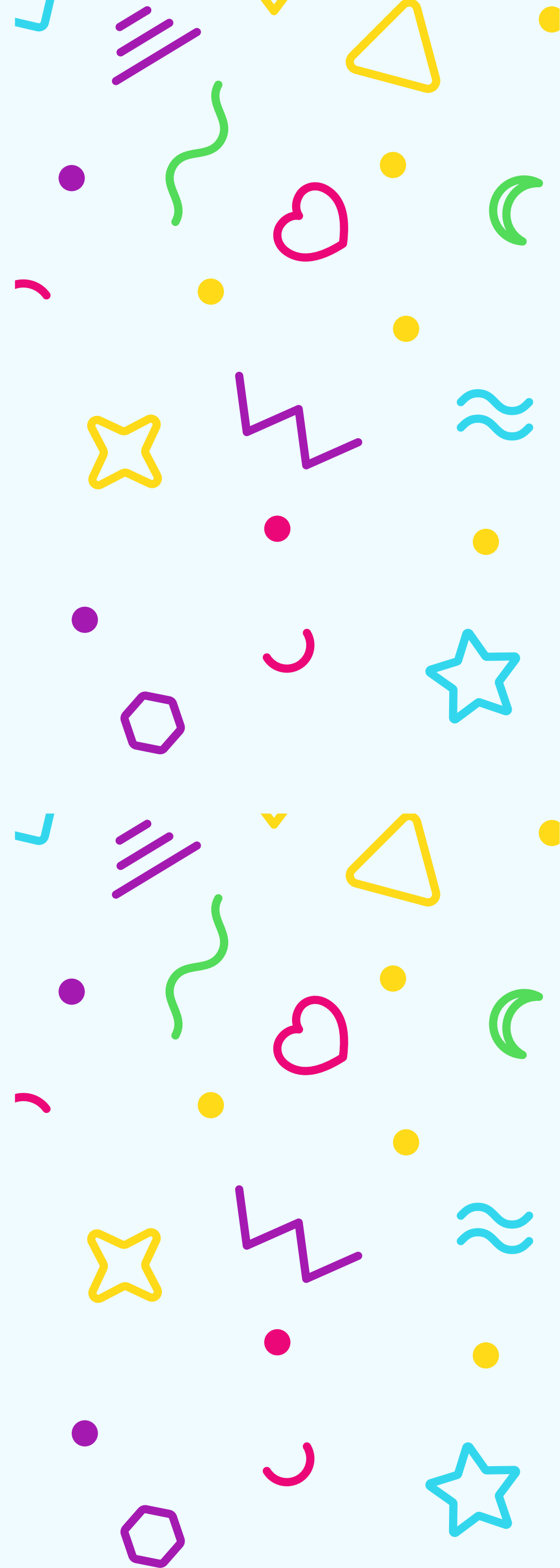


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INTRODUCTION

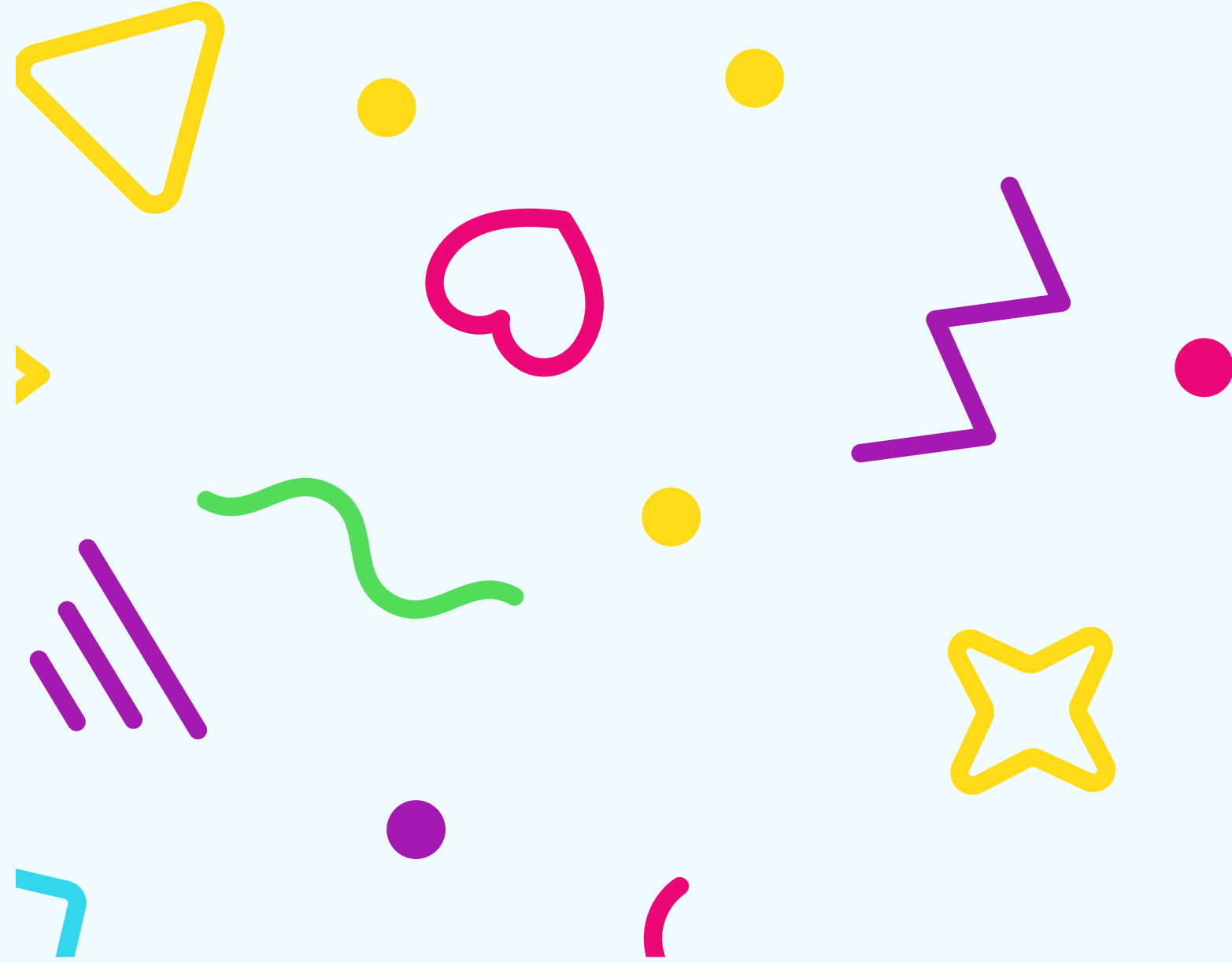
In the fall of 2023, Tomo came to our team hoping to achieve an increase in brand awareness and sales throughout the United States.

The two founders, Pegi and Tomo, started the company based off an idea: "Why not present food to kids by color instead of flavor, and make it fun!" After a long journey and an impressive accomplishment of being backed by Mark Cuban on Shark Tank, Noshi products are available to buy both online and in stores in over 2,000 Walmart locations with more products still in the pipeline.

The products being produced in sold is hoping to reinforce creativity and teach independence in children in the innovative form of sauces and the recently announced – jams and jellies.

Using various brand activation and brand identity models, our team has developed a plan to accomplish all of Tomo's goals of brand awareness and building a brand community.

MISSION STATEMENT



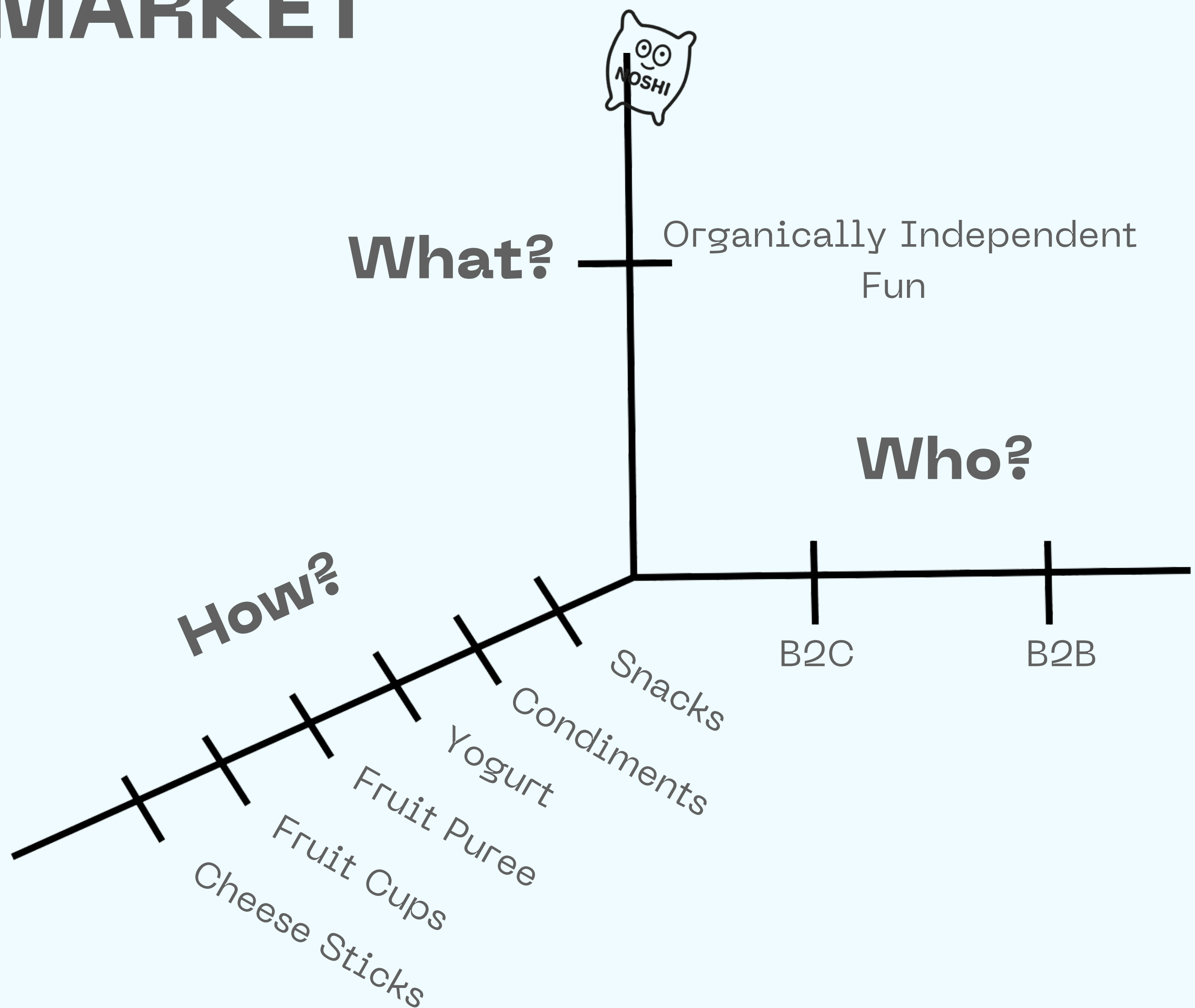
Our Mission Statement:

"Noshi is on a flavorful journey to transform the way kids and families experience food. Our mission is to create fun, delicious, and innovative products that motivate kids to act more independent and inspire a lifelong love for organic eating."

Noshi's current mission statement is "Allowing kids to be more involved, improving Child empowerment and independence." While the original mission statement is short and to the point, our suggested mission statement for Noshi will help the company stand out from the competition and clearly highlight what they hope to accomplish as a brand



REFERENCE MARKET



What is a Reference Market?

The reference market serves the purpose of distinguishing the market that Noshi is currently operating in. This answers the questions of what is being satisfied, who is being satisfied, and how it is being satisfied? This model can help us better understand our primary consumers and how to reach them.



STRATEGIC SWOT

To analyze the company's internal and external specialties and flaws, we used an updated version of the SWOT table. A model titled the "strategic swot" features the company's strengths, weaknesses, opportunities, and threats, as well as environmental data and a set of actions the company can take to further improve themselves against competitors and give the company a competitive advantage

Using our Swot ANALYSIS we identified opportunities in these categories:

Market Growth Penetration
Competitive & Product Growth
Consumer / Business Interactivity



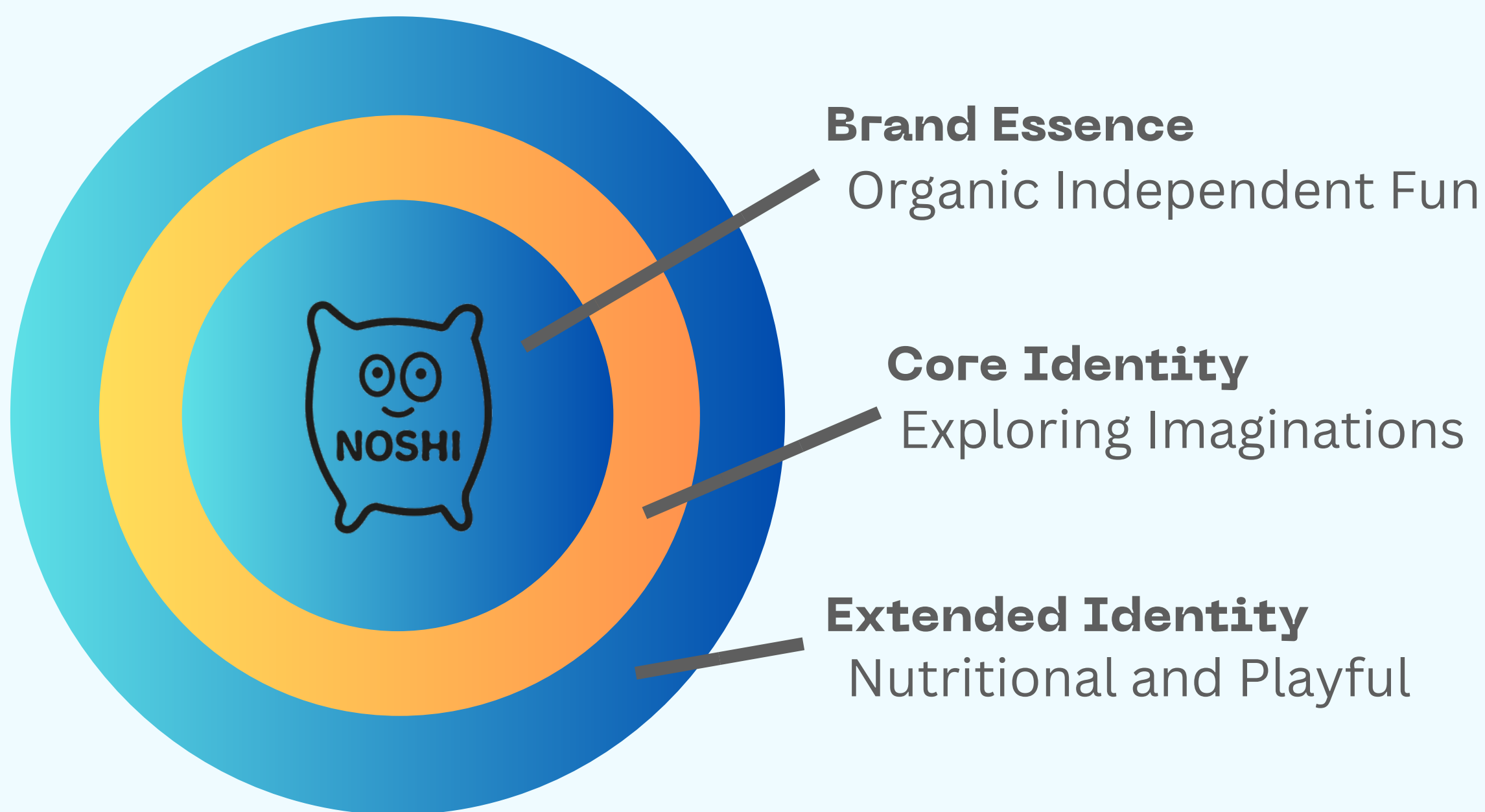
STRATEGIC SWOT

CONT.

ED	OPP	TH	S	W
Rise of Social Media usage	National condiment month (yes, that's a real thing: September) + Increase of brands connecting with their consumers through social media	More established and credited kid's brands in advertising and media	Established a tight-knit community on Instagram (personable)	Unestablished/"Messy" Social Media
Higher competition in the food-based industry	Implementation of competitive markets and aggressive market shares (#2,3,4,7,8,9,10)	Regulatory changes (changes in food safety regulations/labeling requirements/health standards can create challenges surrounding compliance and increased production costs.)	Backed by Mark Cuban	Lack of Presence in the Market
Increase in the number of Americans who use condiments on their meals	The increase in the average # of children per family (#1,2,3,6,7,8,9,10) + Development of VR (#4) + Grandchildren gift opportunities (#5)	Economic downturns (consumers may reduce their spending on premium or non-essential food items, affecting sales for food businesses) + Increase in the number of picky eaters in both kids and adults	Established in prominent retailers such as Walmart and Amazon.	Lack of Variety in products. Smaller Price/Quantity Ratio
Technology advancements in producing and manufacturing	Innovation and new product development + Supply chain optimization	Supply or Transportation issues with organic ingredients (weather, bad food, etc)	Utilizing Green manufacturing	Lack of production machines for making tubes (pretty sure I remember him saying he only had like 1-2 machines) High manufacturing cost for products (margins aren't good)
Parents are more health conscious for their kid's consumption	Cultural diversification + Government programs such as SNAPs and MyPlate + the increase in popularity of health influencers using organic products	Increase in junk food brands	Organic Ingredients	Not accessible to lower-income families
Increase in E-commerce	The rise in single parents and Dual-employed parents (Time-saving opportunity) + the increase of consumer confidence in online advertisement	High customer shipping costs	Good Website SEO Practices	Poor customer service through UX design

Include specials during condiment month and advertise it
Get involved with paid promotions on social media to promote Noshi on other accounts
Clean up his Instagram and post regularly about Noshi.
Collaborate with mom/kid influencers.
Make the Noshi character come "to life" via animations and post
Start posing consistently on his Tiktok and participate in Tiktok trends.
Make social media platforms interactive by Involving his customers in product decisions (i.e. polls)
Establish a "mommy-blog"
Include hashtags with every post.
Hire a marketing intern to help with posts
Audit and Certification: (Obtain third-party certifications (such as USDA Organic, non-GMO, etc.) to win over customers' trust and show that you are committed to adhering to legal requirements
Product Development and Innovation: (Continuously develop new and unique organic condiments that cater to kids' preferences and dietary needs.)
Educating customers: Inform customers about the advantages of organic seasonings for kids' health by offering samples in retail stores where noshi is sold.
Promotions and Loyalty Programs: (Offer promotions, discounts,loyalty programs, seasonal promotions and back-to-school specials to align with the school year to attract and retain customers.)
Quality assurance testing.
Contingency Planning: (plans to address unexpected regulatory challenges, such as product recalls, if they arise.)
Price Strategy: (To encourage higher sales, think about establishing value bundles or combining your items.)
Geographic Expansion (opportunities to reach new geographical international markets.
Diversification: (Diversify your product or service portfolio to meet the needs of various client segments or market niches.)
TV/Youtube advertising (that cater toward children/family friendly content)
Community Engagement: (Build relationships with local communities by sponsoring family friendly events or supporting school initiatives.)
Product Line Expansion: (Create a wider range of kid-friendly condiments tailored to the preferences and dietary needs of children. (milder flavors, low-sugar options, sugar-free options)
Provide an A la Carte option: (The option of an à la carte choice gives customers the choice to tailor their purchases to their family's unique needs and preferences.)
Family-SizePackaging: (Develop larger packaging options suitable for families with more children.) (ex. small chic fil a sauce bottles vs. larger chic fil a sauce bottles)
Simple/efficient packaging (Simplified packaging designs often require less complex machinery and processes for production, reducing manufacturing costs.)
Increase automation (reducing cycle times and increasing production efficiency. This leads to higher output levels without proportionally increasing labor costs.)
Outsourcing (outsource/offshore noncore manufacturing to reduce production cost)
Economies of Scale: (Aim to increase production volume over time to benefit from economies of scale, which can help lower manufacturing costs per unit.)
Bulk purchase ingredients (Buying ingredients in bulk will allow for bulk discounts)
Lower cost Packaging centers to rent or buy
Lower manufacturing margins by implementing smart manufacturing systems and automated production lines
Set up sample booths at local farmers market
Bundle deals
Collaborations with nutritionists and pediatricians
Participating in local health campaigns and promoting the benefits that align with Noshi products
Have Noshi join and purchase a CSA (Community-Supported agriculture) program that will help get fresh ingredients, but also be involved with the community
Reshare positive testimonials or product experience people have had which can help in building trust towards Noshi
Have health benefits highlighted on the packaging so it can grab potential customers attention to the products
Have the Noshi website a section where it can go into further detail on the condiments, different flavors, and all the healthy benefits it offers
Encourage satisfied customers to leave reviews on the website or wherever the product was bought online.
Have the official website be user-friendly so people can easily navigatigate through it
Have some kind of algorithm that personilizes each purchase to its customer where they can get tailored recommendations of the product increasing online exposure
Create more engaging newsletters that would keep customers informed of anything Noshi can be working on or of new products or restocks
Use analytical tools to track website traffic, sales data, and purchasing trends to keep track on improvements
Provide a reliable online customer support page where they can get assistance or address any concerns they might have in a timely manner. This could make the customer feel heard or seen.
Have Noshi products sold in stores where they offer same day delivery, in-store pick ups, or drive-ups
Make Noshi's website available at least in 1 or 2 different languages which would help reach a larger audience and make customers do purchases using a language that they may be more comfortable with

BRAND IDENTITY MODEL



Brand Essence: Organic Independent Fun

The brand essence is connected to the “what” of our reference market

Core Identity: Fun, Creative, Exploring Imagination

Many consumer reviews from online stores such as Amazon and Walmart have pointed out the fun and creative aspects of the brand’s products. These words are important because they reflect what the brand is to its customers and how to potentially increase its strength in the long term.

Extended Identity: Nutritional, Playful, Empowering, Interactive

These four phrases emphasize the perception of Noshi as a unique experience for kids to gain independence while interacting in a nutritional way.

SOLUTION LIFE CYCLE



In order to know our competitive environment and what stage each industry is in; we used the Solution Life Cycle model to gain more insight into what marketing program to adopt for Noshi.

1. Condiments (Shake-Out Growth Phase) – 4

The condiment industry is more concentrated due to the majority of sales coming from well-established brands and the rate of sales growth is decelerating. It is forecasted that the condiment industry will have approximately 2.3% annual growth from now to 2028.

2. Yogurt (Slow Growth Phase) – 3

It is expected for the Yogurt Industry to have an annual growth of 7.14%. Due to it being in the Slow Growth Phase, the yogurt industry is seeing reduced growth of sales and has established competitors in the market.

3. Snacks (Slow Growth Phase) – 3

The snack industry has a set of established brands that are competing in the market. There is widespread technology and this market grows about 3.78% annually.

4. Fruit Puree (Accelerated Growth) – 2

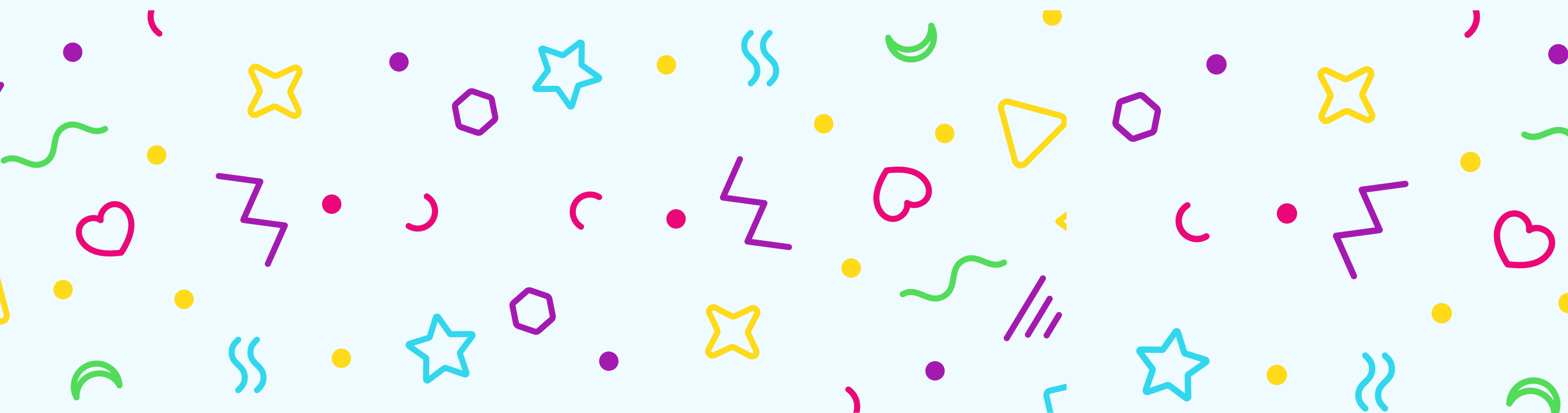
Fruit Puree annually grows at about 6.3% CAGR. During this phase the market continues to develop from an accelerated increase of sales and because of current demand.

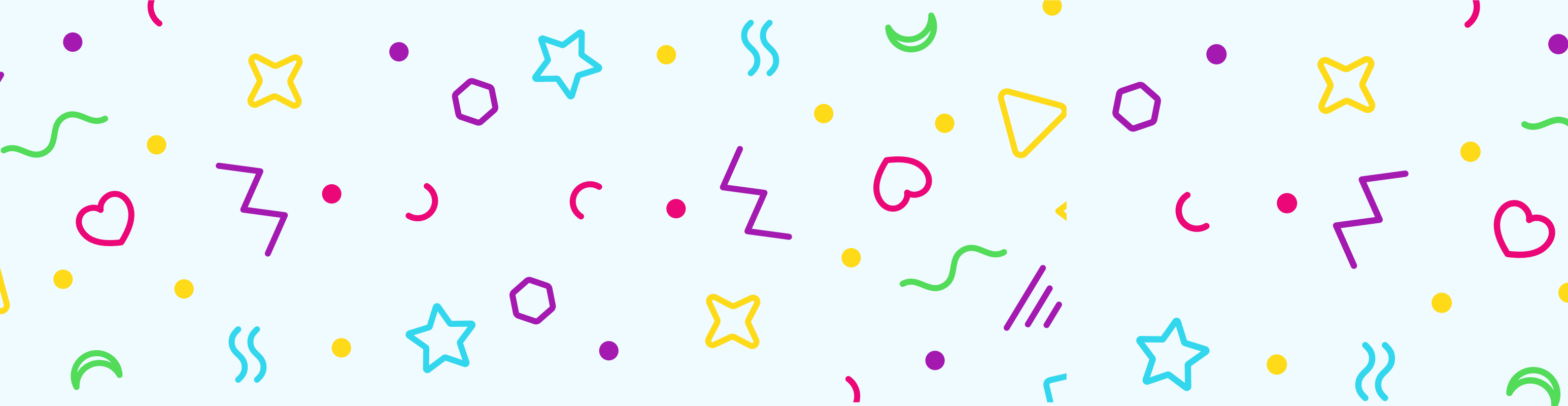
5. Fruit Cups (Accelerated Growth) – 2

The Fruit Cup industry is forecasted to have a compound annual growth rate of 5.6% until 2027. This phase is characterized by expanding the size of the total market and creating brand loyalty from the early adopters.

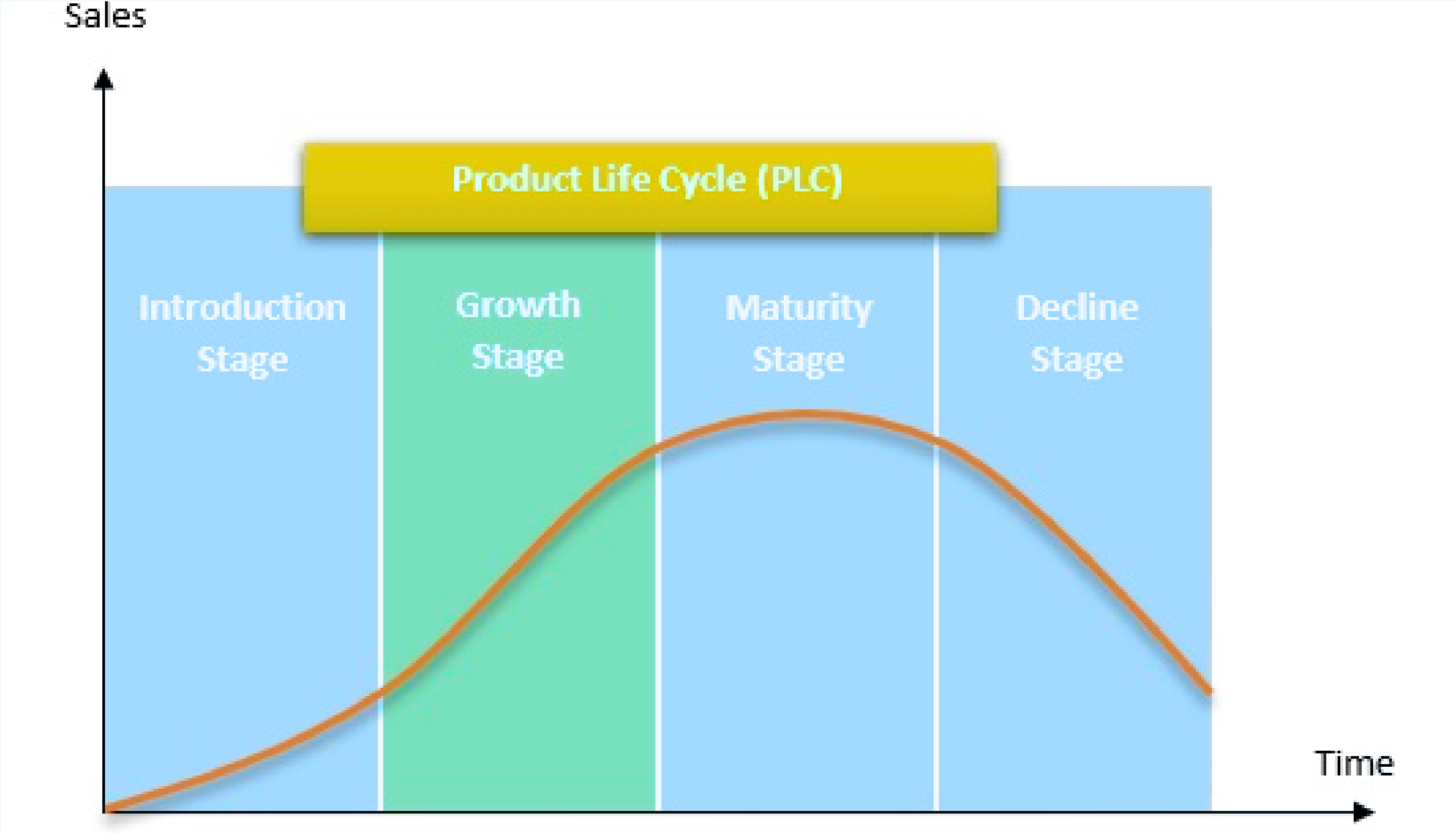
6. Cheese Sticks (Slow Growth Phase) – 3

Cheese Sticks industry is in a slow growth phase, and it is predicted to grow at a compound annual growth rate of 6.1% till 2030. During this stage, there should be adjusted prices due to the overall growth trajectory being slower than in previous periods.





SOLUTION LIFE CYCLE



Accelerated Growth Phase

From all the data gathered, Noshi's specialization in condiments has proved beneficial and will continue in market growth as American condiment usage consistently stays at 98%. It was determined that Noshi is in the **Accelerated growth phase** with an approximate average of 2.8% annual growth if products are improved technologically as the target public is the early adopters.





6 LEVELS OF ANALYSIS

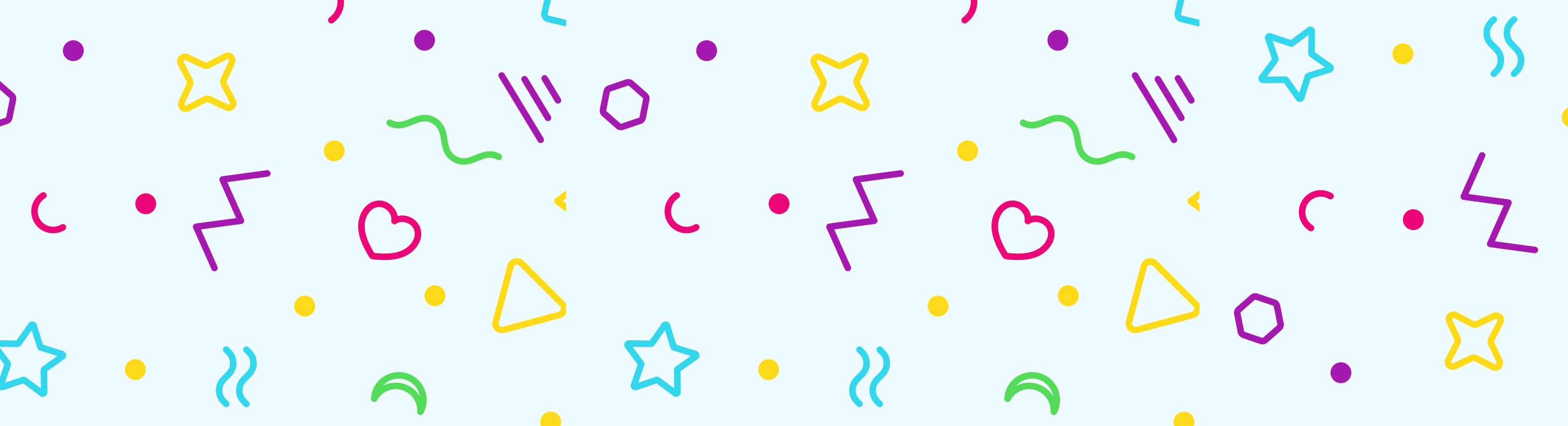
The 6-step internal and external analysis allows for a general understanding of the brand, its consumers, and the competition. This model gives extra information on Noshi's potential markets, internal supply, and the different forms of competitors located around the country.



INTRA-ORGANIZATIONAL ENVIRONMENT

Tomo and Pegi, the founders of Noshi, met in 2013 when Tomo was a stay at home dad. During his time as a stay at home dad, his life was dominated by two things – kids being picky eaters and the need for a new career after 25 years working in the fashion industry. After a quick email from Pegi to Tomo, organic “food paint” was born, transitioning into kids condiments, jellies, and sketchups. 2 creative minds coming together with the primary idea: “Why not present food to kids by color instead of flavor, and make it fun!” Noshi has become an innovative product to instill independence in kids while getting them to eat their meals. The best clients that has been developed to represent Noshi's brand is children ages 2-12, single and/or working parents, and Grandparents.





6 LEVELS OF ANALYSIS

TASK ENVIRONMENT

Current retailers: Amazon & Walmart, While Kroger is currently in the works as a potential retailer.

Website Support: The website is currently being supported by Shopify by taking different forms of payment and providing a guideline for an online storefront.

Social Media Presence: Besides the official company website, there are several forms of social media that Noshi participates in. To name a few: Instagram, Facebook, TikTok, and Reddit.

Supply Chain: When it comes to the product supply line, there are several suppliers that provide Noshi with the proper ingredients for success. Mustard is supplied by Woeber's mustard. Ketchup, ranch, and chick 'n dip is supplied by Kowalski Sausage. All the packaging supplies, such as the condiment tubes, is supplied by Global Pack source.





6 LEVELS OF ANALYSIS MARKETS

Total Market: 100% of Americans can consume condiments with limited restriction

Potential Market:

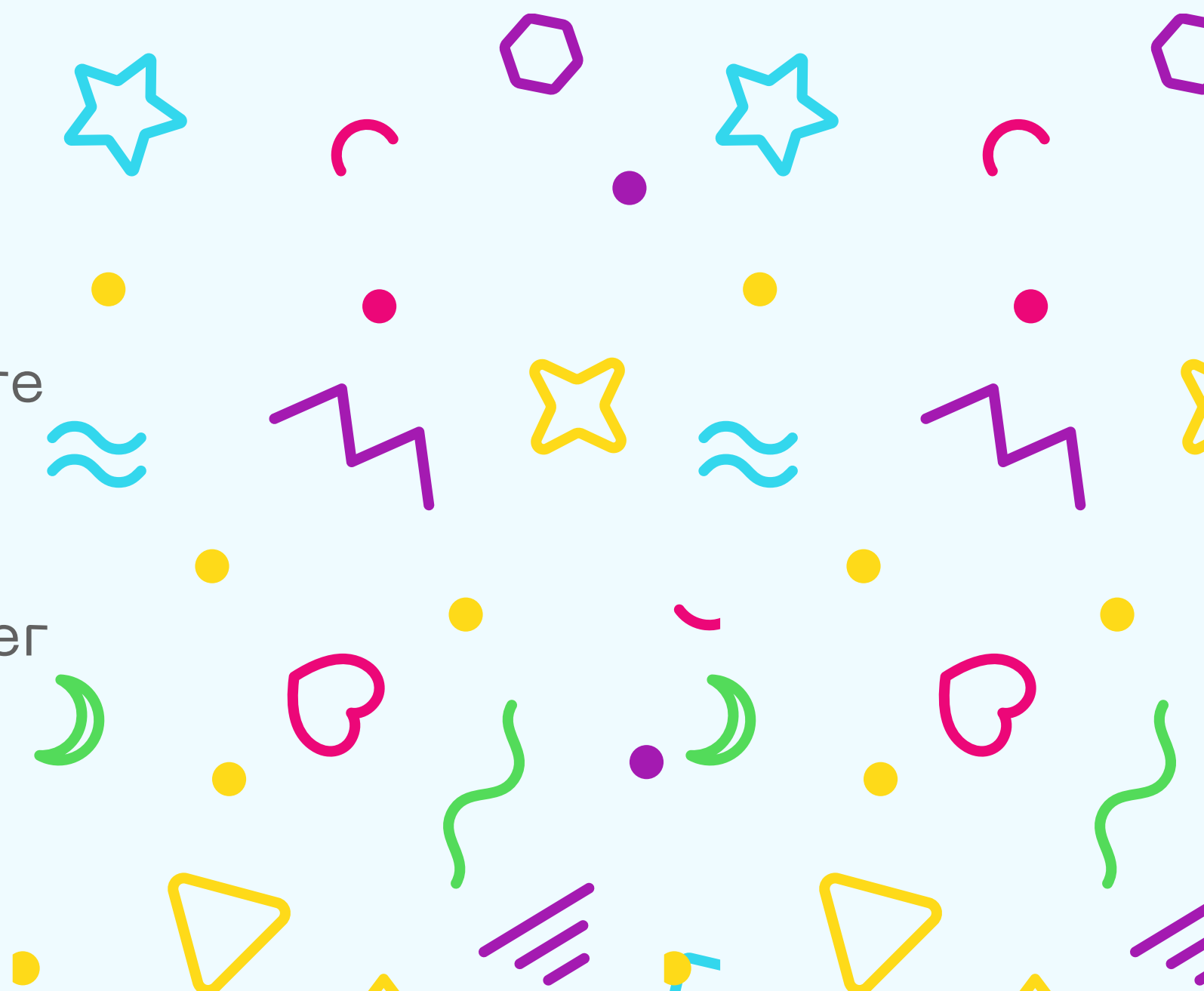
- 97% of Americans have ketchup in their fridge)
- Less than 1% of the population is allergic to Ketchup.
- 40% of Americans like Ranch.
- Chick-fil-A claimed that customers consume more than 84 million packets each year
- 286.33 million Americans that used mustard in 2020
- Mustard has been found to be the least favorite condiment among Americans at 14.2% favoring

Target Market:

- Families with kids or toddlers– “People with kids are more likely than those without kids in their homes to buy from organic brands. (52% vs 41%).”
- Health-conscious people: People who are concerned about what they put on their plate and instead of getting a product with preservatives, they can just seek for an organic brand or product.

Available Market:

- 70% of Americans shop at Walmart each week
- 68% of Americans are Amazon users; 73% of Americans who are Amazon users have a Prime membership
- 18% of Americans shop at Kroger each week – This is still a potential retailer



6 STEPS OF ANALYSIS

BRAND COMPETITORS



The brand Annie's is an organic food brand that caters to kids. Their organic ketchup reviews indicate that their consumers favor it over other organic ketchup because the flavor is nice and it's thinner than other ketchup. The repeated criticism is that it's too sweet. Annie's has brand loyal consumers



French's Mustard is the top-selling mustard brand in the United States. In 2020, 146.94 million Americans used French's mustard.



Hidden Valley Ranch is one of the most recognizable and top-selling ranch brands in the US, with 9.16 million Americans using 3-plus bottles in 2020.



Heinz's ketchup is the most sold in the United States, with 197,92 Americans using the product in 2020 (Statista). Heinz sells 'Dip & Squeeze', a single serving size of ketchup that is easy to use and portable. The user can either squeeze the ketchup out or dip into it. Dip & Squeeze reviews say there's a good amount of product in the package, the "squeeze" part is difficult to open and use, and occasionally messy. Some customers say the taste is different from Heinz ketchup from the tube.



The fast-food chain Chick-fil-A produces and sells its original sauces in grocery stores. Their sauce called Chick-fil-A sauce is their most popular dip, with websites Insider and Mashed ranked the sauce number 1 out of the others offered. On Amazon, the reviews are 4.5/5.

6 LEVELS OF ANALYSIS

PRODUCT FORM & DESIRE COMPETITORS



Product Form Competitors:

Most popular

condiments/sauces: mayo, salsa, mustard, ketchup, hot sauce, relish, chocolate syrup, the pink sauce.

Mainstream Condiment

Brands: Hellmans, Heinz, French's, Hunt's, Hidden Valley, and Duke's

Hellman branded

mayonnaise is the best selling condiment in the U.S

Desire Competitors:

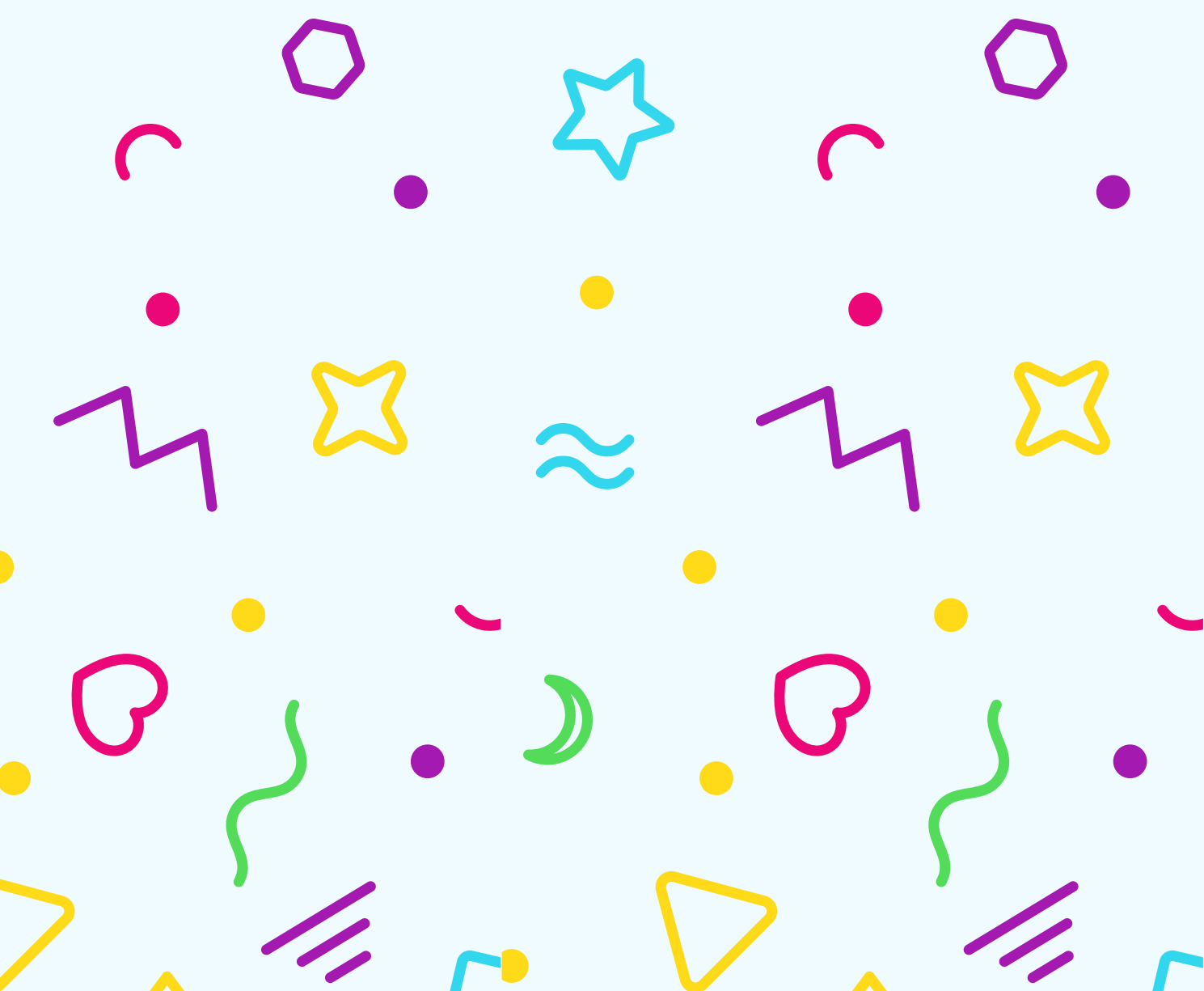
Snacks: fulfills organic independence as kids choose their own snacks in their own time. The global snacks market size was estimated at USD 1,483.14 billion in 2022.

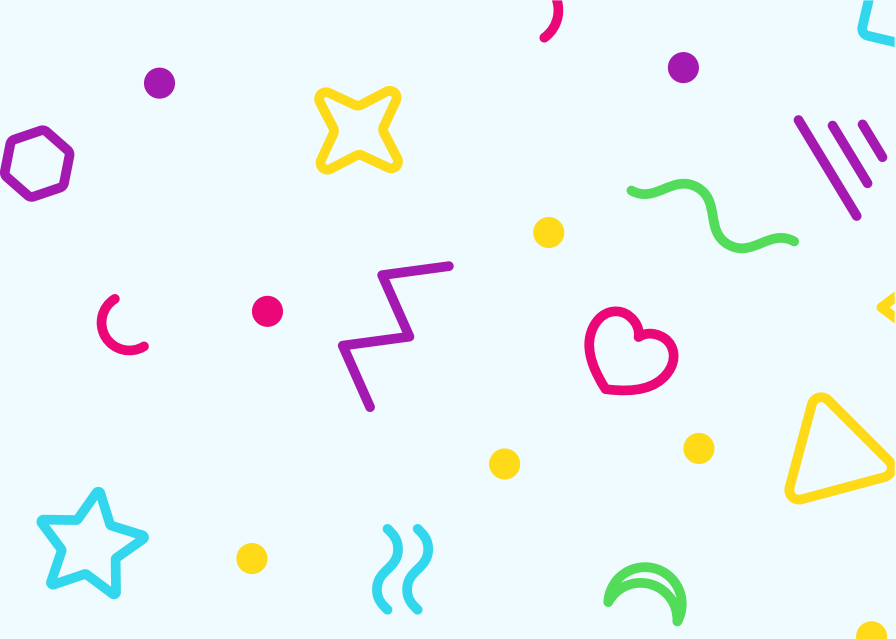
Fruit Puree: The biggest company of this product is Gogo Squeeze, presenting the fun aspect of NoshiThe global fruit puree market size was valued at USD 3.86 billion in 2019

Yogurt: Depending on the brand, they compete in the fun, organic, and independence section of the need. The global yogurt drink market size was valued at USD 49.30 billion in 2021

Fruit Cups: These provide the need of organic fun by being both nutritional and in an enjoyable form. The Fruit Cup market size was valued at USD 372.43 million in 2021

Cheese Sticks: These emphasize independence in kids. The U.S. cheese sticks market size was valued at USD 1.51 billion in 2022





6 LEVELS OF ANALYSIS

PUBLICS

Financial:

- Loans: 30% of Noshi Financials
 - SBA: \$55,000
 - Department of Agriculture: \$40,000
 - Chase Business: \$35,000
 - Mark Cuban: Additional \$100,000
- Investments: 70% of Noshi Financials
 - Family and Friends: \$470,000
 - Mark Cuban: \$100,000



Media:

- Owns a company Instagram, Facebook, and Tiktok account
- Online articles on Noshi's status after being on shark tank.
- Google article: "Noshi Food Paint receives flak as 'Shark Tank' fans brand ketchup product 'overpriced squeeze bottles'"
- "Peppa Pig Food Paint Encourages Picky Eaters To Play With Their Food And Is Made From Fruit Puree"
- Attended DTC WTF Podcast
- "What's4Dinner, Tomo" – What's 4 Dinner, Nina? Podcast
- Tiktok video from the end of 2022 that showcases his loft in New York and his food paint product



6 LEVELS OF ANALYSIS

PUBLICS CONT.

Government:

- FDA approval
- Certificate of Formation – The State
Department of Commerce
- Both handled by co-manufacturer
 - Organic Certified – Oregon Tilth
 - Kosher Certified – Orthodox Union

Consumer affairs:

- Price-conscious individuals, against paying for high-priced food items
- Nutritional consumers who believe it is healthier than conventional items
- Parents/Guardians who believe in feeding their kids organic snacks
- Health-conscious people are against adding pesticides to produce
- Vegans that consume organic foods
- Individuals with gluten allergies and/or lactose advocate gluten and dairy-free products
- Organic Trade Association (OTA) – advocates organic produce and practices

6 LEVELS OF ANALYSIS

PUBLICS CONT.

General:

In general, with the consumer insights with both stores, the product appears to have some potential in terms of its appeal to its consumers of being fun as well as its innovative nature to change the way the consumer sees food. However, there are significant issues that should be addressed such as with Noshi's packaging, taste, and color.

Consumer Reviews From Amazon:

- Out of 95 total ratings, 51% would give 5 or 4 stars
- Out of 95 total ratings, 15% would give 3 stars
- Out of 95 total ratings, 34% would give 2 or 1 stars

Consumer Reviews From Walmart:

- Out of 8 total ratings 62.5% would give 5 stars
- Out of 8 total ratings 37.5% would give 2 or 1 stars

Overall thoughts:

- Really cute and cool product, but poor packaging
- Cute product, but only good for 3 days
- The strong flavor turns kids away
- Colors not as advertised
- Fun and innovative
- No color as advertised
- Way to runny
- Great idea for picky kids
- Don't like the taste



6 LEVELS OF ANALYSIS

MACRO-ENVIRONMENT

Demographic

- **Income levels** affect the consumers' purchasing decisions and willingness to try a product
- **Families involving kids** might seek out kid-friendly food choices, while adults with no kids might want something different
- **Dietary restrictions** would affect a consumer's decision to buy a product based on their preferences and health conditions



Political/Legal

- **Brand Partnerships** (i.e. Crayola, Peppa Pig)
 - Enhances Credibility
 - Extend branch reach
 - Increase consumer engagement and loyalty
- **FDA guidelines**
 - Noshi must be FDA-approved to stay in business
 - Enforces laws to protect the consumer's health, safety, and pocketbook (FDA)
- **Certificate of Formation by state**
 - Permits you to operate in the state where you filed
 - Protects your personal assets from those of the business
 - Aid to building trust and confidence with clients
- **Certificate to be organic**
 - Verifies that practices meet regulations and can offer new marketing opportunities for farm products.



6 LEVELS OF ANALYSIS

MACRO-ENVIRONMENT CONT.



Economic

- **Inflation**

- The Government Accountability Office predicted that prices in 2023 would increase from 5 to 10%.
- Inflation would lead to an increase in the prices of materials, labor, and energy. If costs of production increases, it can affect the revenue margins of the business.

- **Low disposable income**

- When a consumer has less disposable income, they tend to cut back on spending and be more price-conscious on their selections.
- Low-income families would most likely prioritize staple food items, shifting the consumer's demand over condiments
- This would affect the business's inventory management level due to a decrease in demand, which can lead to wastage if products expire before they can be sold

- **Finance Challenges**

- This can affect the business's ability to invest in a new product line, marketing, and distribution leading to an impact on growth in the long term

Technological

- **Rise of social media**

- TikTok has 73.7 million monthly active users in the US, forecasted to reach 88.7 million by 2024
- Instagram has 133.5 million users in the US, forecasted to reach 138.5 by 2024
- Facebook has 243.58 million users in the US, forecasted to reach 246.3 by 2024
- 72% of overall marketing budgets get put towards digital marketing
- 55% of marketing is digital

- **Product manufacturing/production/and distribution**

- Companies will see a 10% to 12% increase in metrics including manufacturing output and productivity if they invest in technology

- **Increase in E-commerce**

- Nearly 20% of global sales were made online in 2021
- The expected growth rate in e-commerce in 2024 is 9.4%

- **Digital Transformation**

- AI prediction analysis, aids in distribution processes
- 48% of businesses use some form of AI to utilize big data effectively
- The number of Americans using apps to order food and other groceries is expected to rise from 27.9 million to 30.4 million.
- 20.8% of retail purchases are expected to take place online in 2023





6 STEPS OF ANALYSIS

MACRO-ENVIRONMENT CONT.

Socio-cultural

- **Eco-friendly groups**
 - 2017–2022 Google searches on sustainable products increased by 117%
 - Appealing to groups that care about environmental issues
- **Media Consumption**
 - On average Americans spend 4 hrs 37 mins on their phones daily
- **Health-Conscious**
 - Increase in organic, vegetarian, vegan, paleo diets.
- **Lifestyle**
 - Cultural and wellness trends can lead to an influence in consumer behavior by promotion of the brand
- **Education**
 - Consumer's education on health and nutrition can influence their choices when choosing condiments
 - Consumer's knowledge of a brand based on reviews and feedback would affect the consumer's decision before buying the product

Natural

- **Global Warming**
 - Can affect the weather patterns such as temperature and precipitation, which can impact the growth of crops used in condiment production
 - Extreme weather can disrupt the supply chain for condiment ingredients leading to product shortages and price fluctuations
- **Government intervention in agriculture**
 - May implement regulations to reduce greenhouse gas emissions and promote sustainability affecting the production process and ingredient sourcing to make the product
 - Government setting price controls on agricultural products such as setting a price ceiling on condiment ingredients
- **Farm supplier/Organic resource availability**
 - Inconsistent ingredient supply can result in production disruptions
 - When there is a shortage in organic resources it would result in a change in quality and flavor

SEGMENTATION

When segmenting the market, we are dividing up the market into different groups of clients based on certain characteristics that each market segment is looking for. This process is done into two different steps which are known as macro- & micro-segmentation.

Step 1: Define the Reference Market



What?

Organically independent fun: Noshi Condiments strives to make mealtime fun by making food appetizing for kids and integrating them into the process of creating a nutritious meal.

Who?

B2C and B2B

How?

Condiments – A type of food additive that enhances the texture, flavor, or visual appeal of a prepared dish. Some common condiments includes ketchup, mayonnaise, and mustard.

Snacks – A snack is a small amount of food or beverage that people can have during or in between meals. Snacks can provide energy, nutrients, and are much smaller than a meal that usually consists of less than 150 calories per serving.

Fruit Puree – Fruit Puree is any fruit that has been cooked, ground, pressed, blended, or sieved until it reaches the consistency of a creamy paste or liquid. It contains more calories than regular fruit, having higher concentration and an enhanced flavor.

Yogurt – Yogurt is known for its high nutrient density and being rich in protein. Yogurt tends to be tasty for many and more easily digestible than any other dairy product.

Fruit Cups – Fruit cups consist of various cut fruits mixed together and stored in portable plastic containers. Fruit cups are a staple in many healthy diets as they can provide essential vitamins, minerals, and nutrients.

Cheese Sticks – Cheese sticks are a popular cheese snack that consists of pulling apart its thread-like structure so it can be eaten individually. This snack consists of mainly mozzarella cheese and this cheese snack is very popular with kids because they find it fun to pull the strings apart before eating.

SEGMENTATION CONT.

Step 2: Macro-segmentation

Offering independence for kids with a love for condiments

Step 3: Detecting variables for micro-segmentation

Searched benefits:

- Fun
- Flavor
- Nutrition
- Accessibility

Psychographic variables:

- Working parents
- grandparents
- aunts/uncles
- Nannies
- Vegetarians
- Natural moms
- Single parents
- SAH moms/dads

Socioeconomic variables:

- Household Size: at least 1 guardian and at least 1 child under the age of 12
- Type of house/Family Unit: ranges from renting an apartment to owning a house
- Annual Income: unknown
- Education: unknown



Demographic Variables:

- Age: Kids aged 2-12, Millennials & Gen X's
- Sex: All, not sexually exclusive
- Race/ethnicity: All, not racially or ethnically exclusive
- Religion – N/A

Geographic Variables:

- Online Website: United States, Canada
- Retail Stores: Walmart, Kroger (TBA)
- Amazon: United States, Canada

Step 4: Electing variables for micro-segmentation

The degree of relationship strength towards family

The individual's relationship with food

Step 5: Operationalization of variables

- a. % of income spent on groceries
- b. The amount of time spent at home each week

SEGMENTATION CONT.



College student working full-time 0–55 hours spent at home/week and 16–20% of income spent on food	Labor force family 4+ kids 56–111 hours spent at home/week and 16–20% of income spent on food	Well compensated–well fed 4+ kids 112–168 hours spent at home/week and 16–20% of income spent on food
College student working part-time 0–55 hours spent at home/week and 10–15% of income spent on food	Labor force family 2–3 kids 56–111 hours spent at home/week and 10–15% of income spent on food	Well compensated–well fed 2–3 kids 112–168 hours spent at home/week and 10–15% of income spent on food
Light earners–Light spenders 0–55 hours spent at home/week and 0–9% of income spent on food	Medium earner couple 0–1 kid 56–111 hours spent at home/week and 0–9% of income spent on food	High earner couple 0–1 kid 112–168 hours spent at home/week and 0–9% of income spent on food

Step 6: Micro–segmentation

See chart above

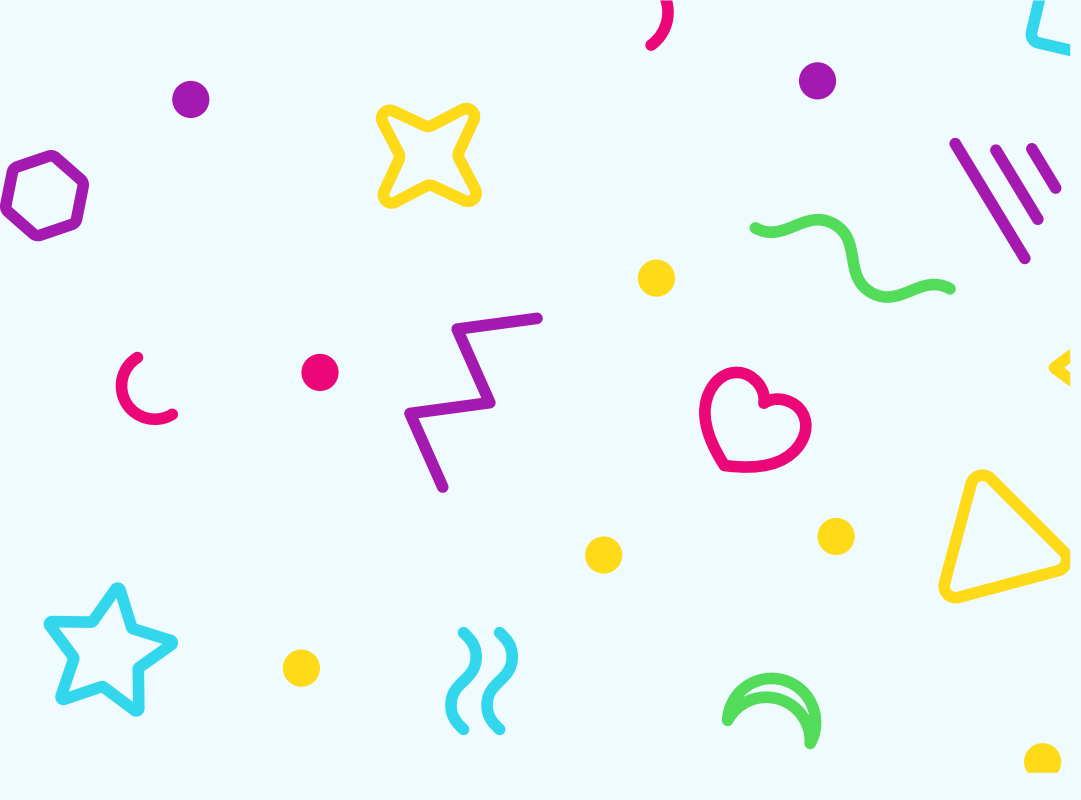
Step 7: Electing target segments

Noshi focuses on independence and creativity in children and resides in a number of grocery stores as well as having a main website to their name. Given this information, using data that determines how much time a parent would be spending at home during the week and the amount of money guardians are spending on their groceries out of their income, would be best in terms of how to segment our market. We determined the best segments to target were the Labor force family and the well-compensated and well-fed segments that have 2 or more kids. It would be best to aim towards middle-class families that can spend at least 10% of their income on groceries and spend more than 56 hours at home.

Step 8: Capturing target segments

Undifferentiated Strategy

The market that Noshi is incorporated in is the accelerated growth phase, so an undifferentiated strategy would be best to apply in capturing our target segments. This means that Noshi needs to aim for the whole market to reach a large audience and ignore any segment differences.



POSITIONING

1. Identifying Target Segment Defined/Competitive Relevance:

These are parents who spend a medium to high amount of time at home and spend a medium-high percent of income on groceries.

2. Points of Parity:

These are our brand association points that can be shared with other brand competitors such as being organic, tasty, and colorful.

3. Points of Difference:

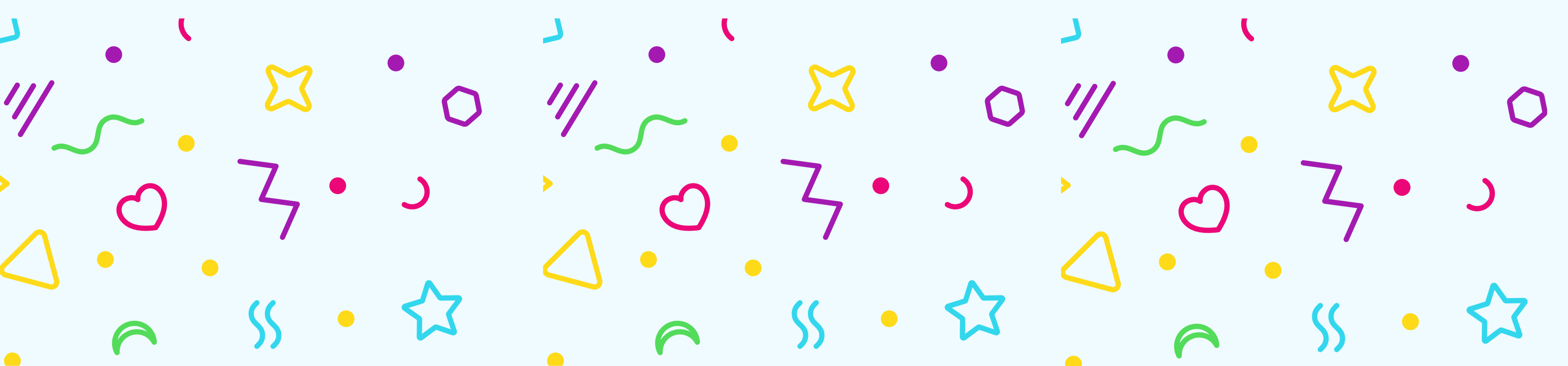
Here are our brand associations that make Noshi unique and favorable such as creating independence, being kid-focused, and incorporating fun.

4. Latent Dimensions:

Based on our target segments we want to aim at allowing kids to embrace their imagination and build a better relationship with food.

5. Attributes of Perception:

Adventurous, entertaining, healthy, light-hearted, messy, simple, tasty, and youthful.

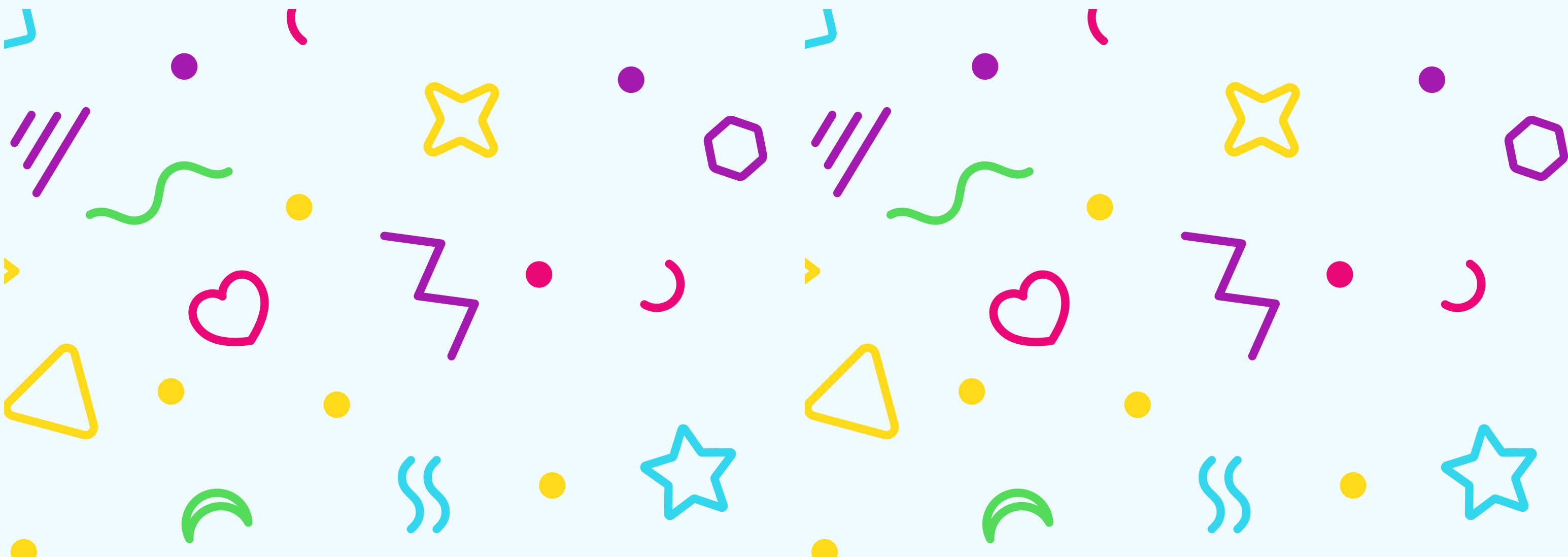


POSITIONING PROPOSAL

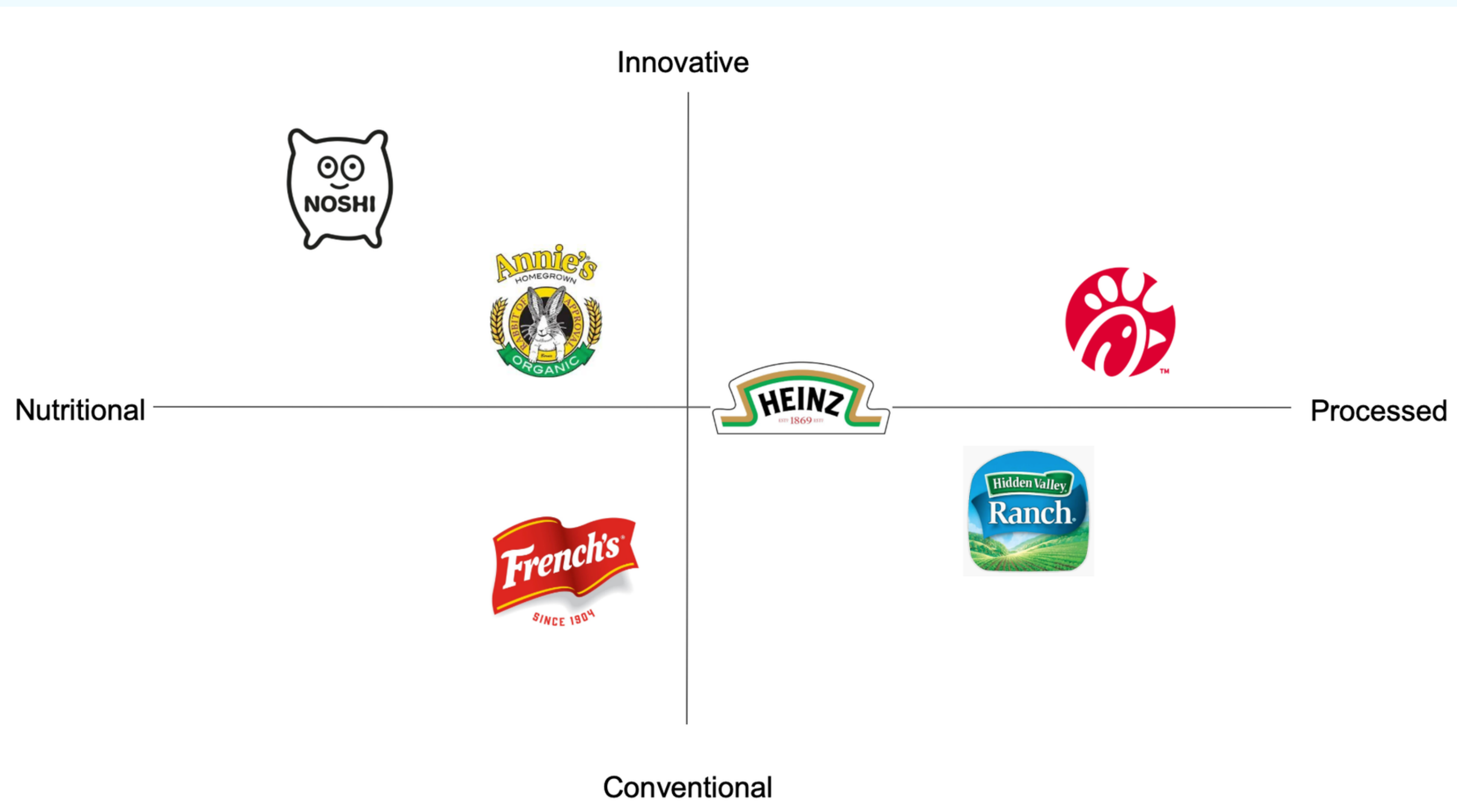


Positioning Proposal:

Noshi offers a unique way to allow kids to express themselves through their food choices in a creative and independent way. The product eases the minds of parents by providing an organic and healthy option for kids to use in addition to their already picky dinner plates.



POSITIONING GRAPH



BRAND ACTIVATIONS

Using data from the strategic SWOT analysis, there were brand activation recommendations in the following categories:

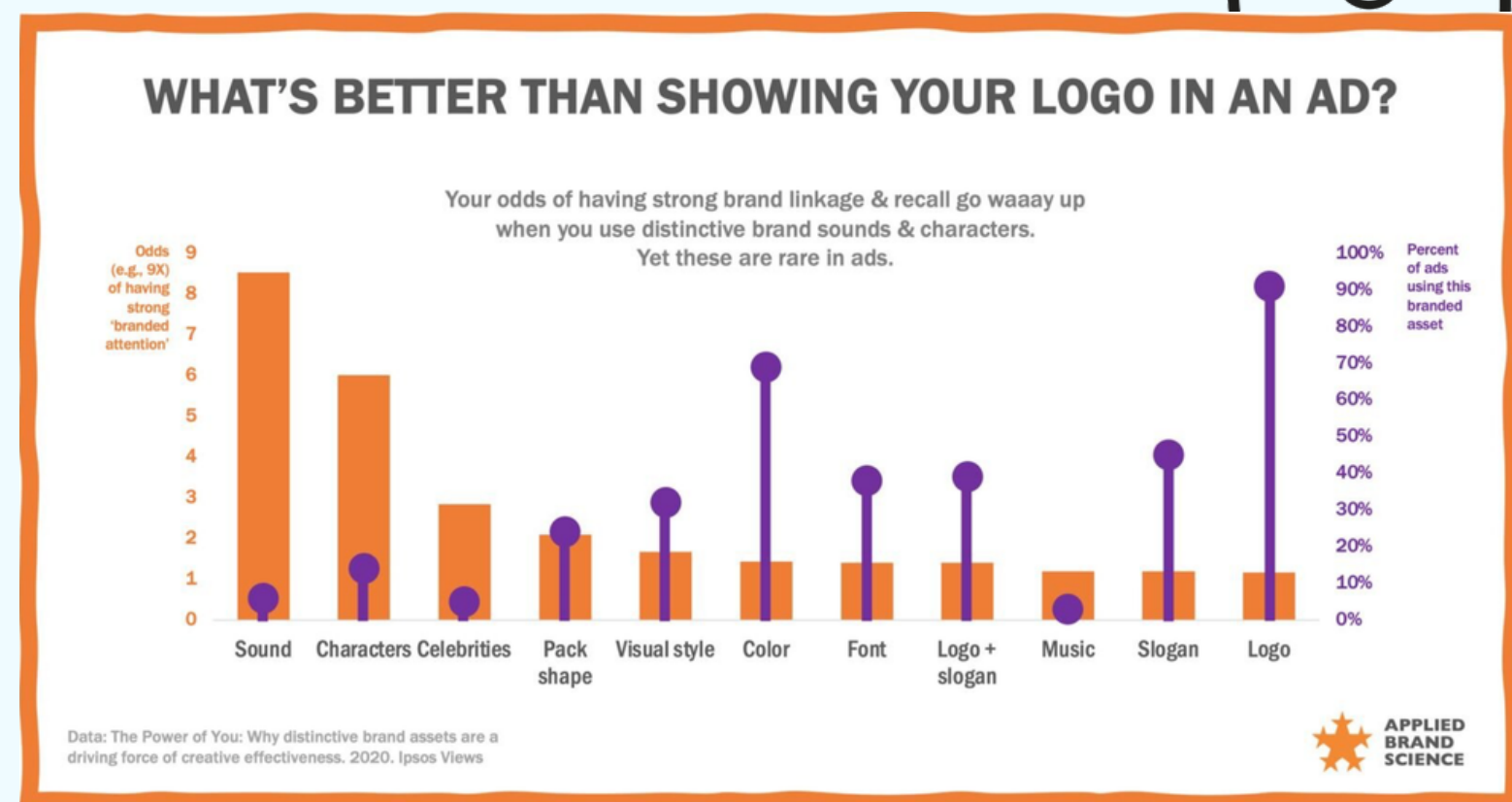
- **Brand Identity**
- **Promotions**
- **Partnerships**
- **Social Media Marketing**



BRAND IDENTITY



We believe that creating a **creative** jingle and creating a **fun** animatable Noshi character will increase brand recognition and decrease memory interference.



Only 14% of ads use brand characters, and only 6% use branded audios/sounds. Creating a **cute** and **novel** jingle and animation will not only grab attention from little ears and improve brand recall in adults, but also help Noshi stand apart from the crowd in comparison to their brand competitors.



We provided a small 5.0 Sec example of what this jingle and animation would look like, focusing on the product's **fun**, **warmth**, and **independence**

PROMOTIONS

Utilizing promotions and sales offers during specialty days or months can drastically improve customer retention and spread consumer awareness.

Hosting sales discounts, incentives, or offers, initiate **excitement** in the product.

The most beneficial times are during national condiment month in September, during the holidays, and cyber Monday.



Benefits of a sales promotion strategy

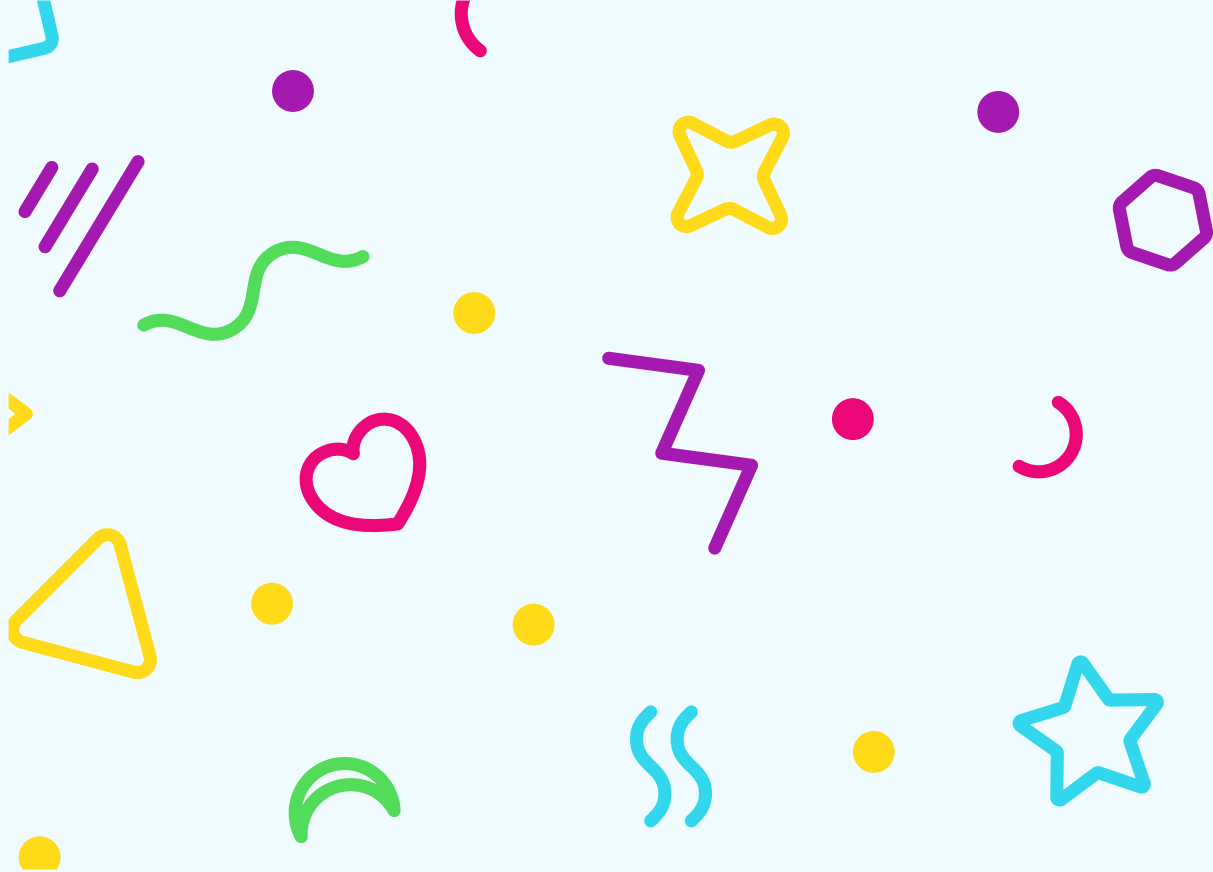


Full-funnel sales promotions



PARTNERSHIPS

Using another organization to draw in more consumers, establish credibility, and improve existing **positive relationships** with current clients

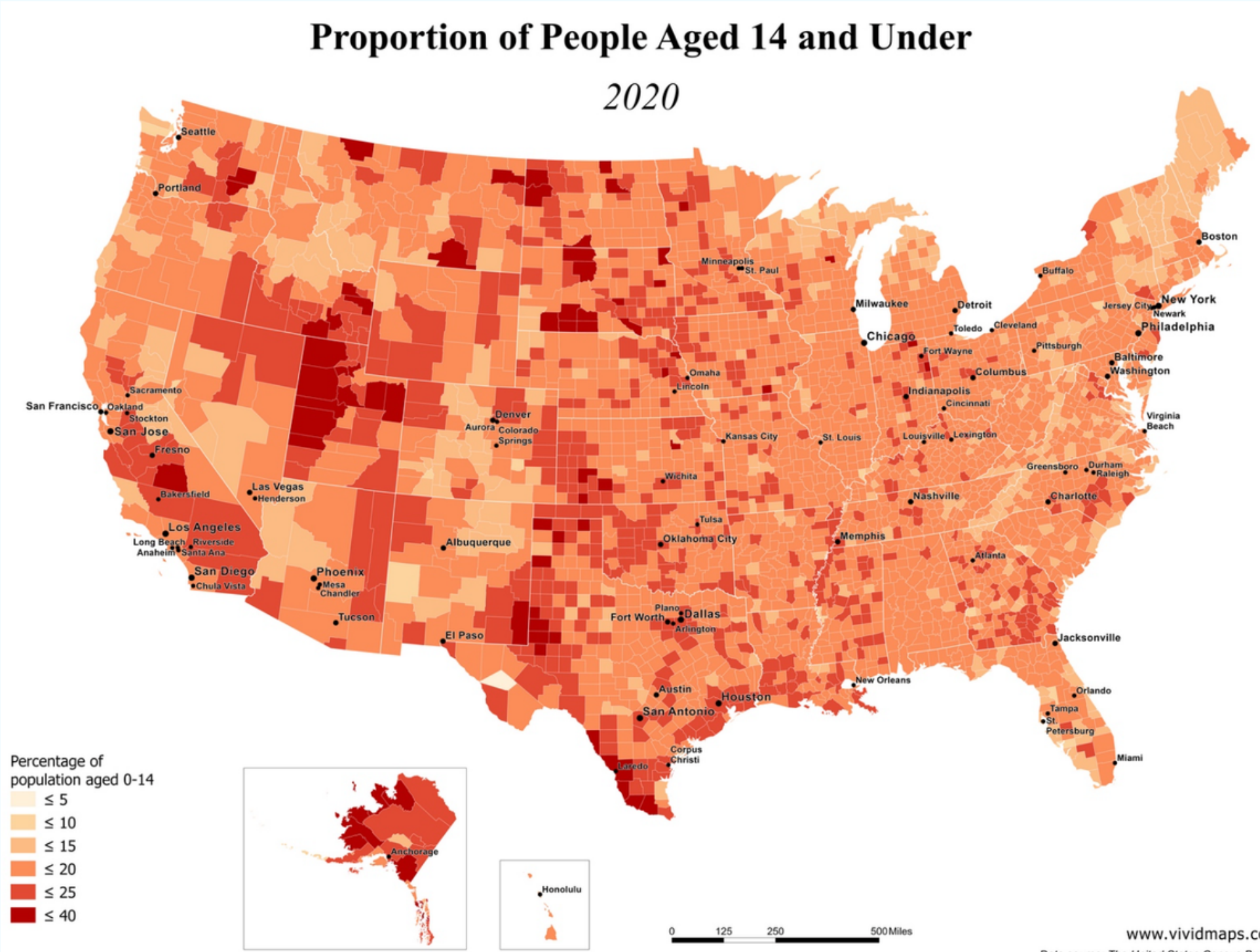


One target market we felt Noshi could reach an extended and diverse audience through a partnership would be the national users of kids health.org.

Nemours offers free education and advice for growing kids and parents for every individual in the United States with internet. Noshi will offer nemours an **artistic outlet** and **family-oriented** content



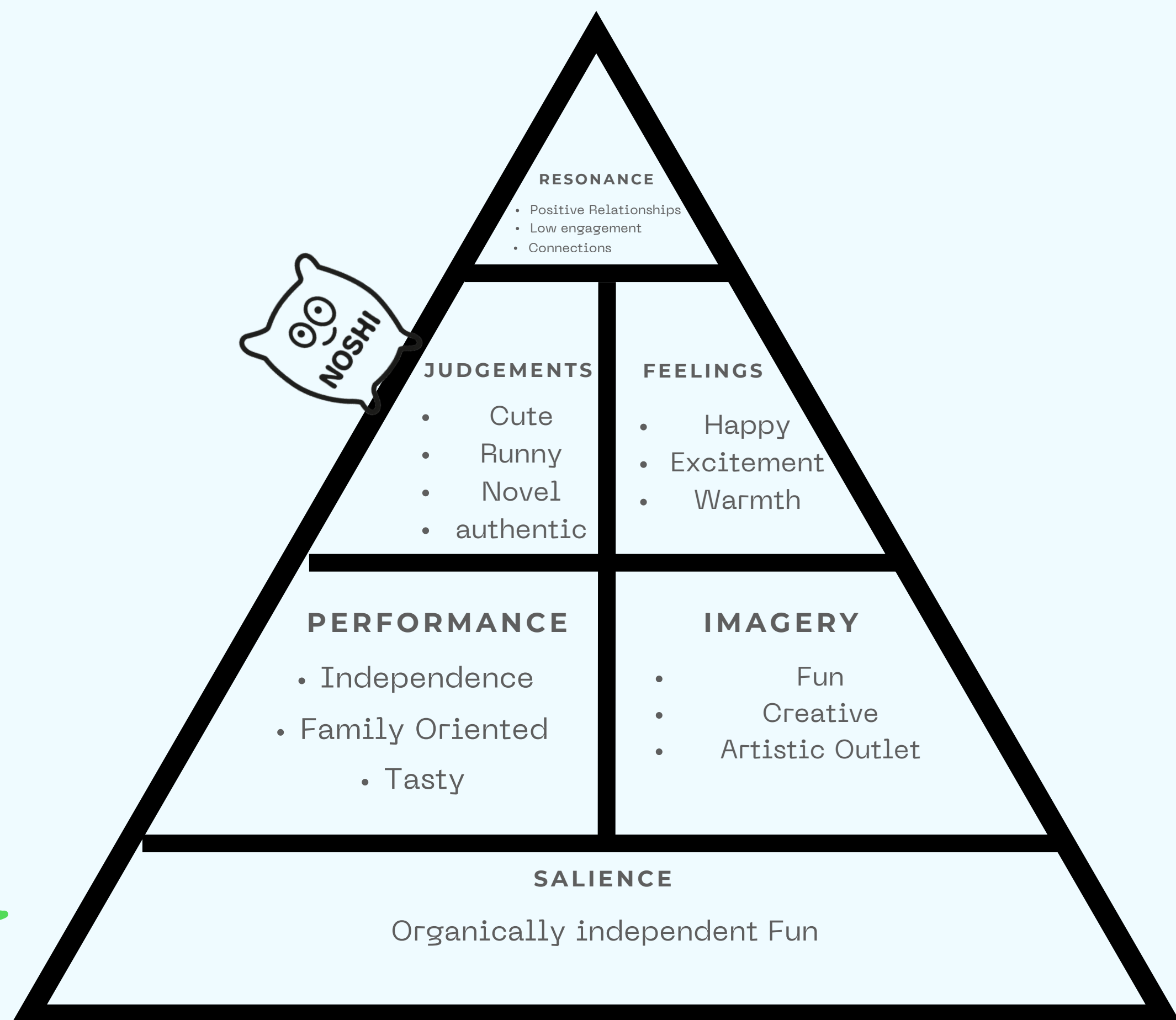
We believe in partnering with KidsHealth will help with sales and awareness by contributing to the website with similar animations and information about Noshi, nutrition, and **organic** ingredients. The two brand's could work together with Nemours to donate a certain amount of money to children's medical center foundation



CBBE MODEL

We used the 4 different steps of the CBBE model to further establish Noshi's brand identity and to help provide the foundations for successful brand development.

1. **Brand Identity:** How your brand is seen by the public and what it stands for.
2. **Brand Meaning:** How the brand interprets its products.
3. **Brand Response:** the intended reactions to the identity and meaning of the brand.
4. **Brand Relationships:** the connection between the brand and its customers



ACTIVATION TIMELINE

This section includes the project process, implications, and execution



Phase 1

Brand Identity

The Noshi Jingle
January 2024

Animating The Noshi Character
Feburary 2024

Phase 2

Marketing

AdCreative.ai Integration
March 2024

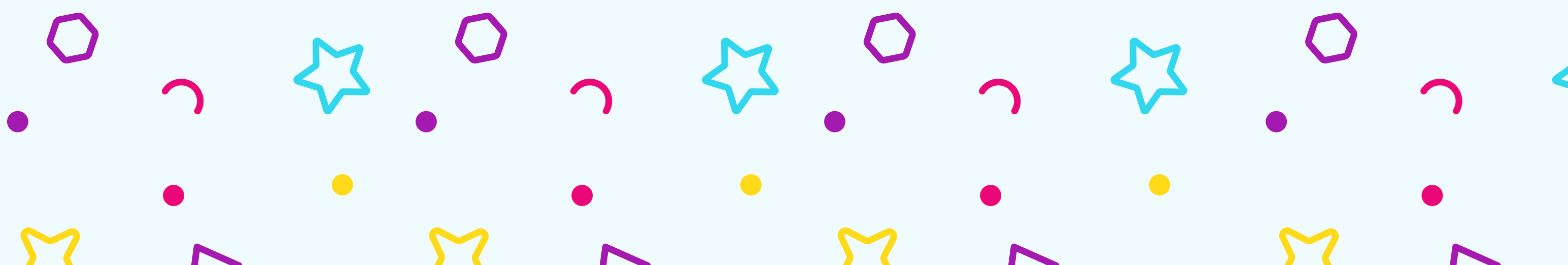
TikTok Content
March 2024

Phase 3

Partnerships
&
Promotions

Noshi + Nemours KidsHealth
April 2024 - January 2025

Seasonal Promotions
August 2024



BUDGET BREAKDOWN

Activation	LOW	HIGH
Phase 1		
Freelancer for Jingle (Fiverr)	\$50	\$295
Rights for Jingle	\$0	\$150
Freelancer for Noshi Animation (Fiverr)	\$50	\$400
Phase 2		
AdCreative.ai Fees	\$21 (Monthly)	\$217 (Yearly)
TikTok Content	\$0	\$0
Phase 3		
Partnership Fees	\$600	\$600
Partnership Agreement Cost	\$500	\$2,000
GRAND TOTAL	\$1,221	\$3,662





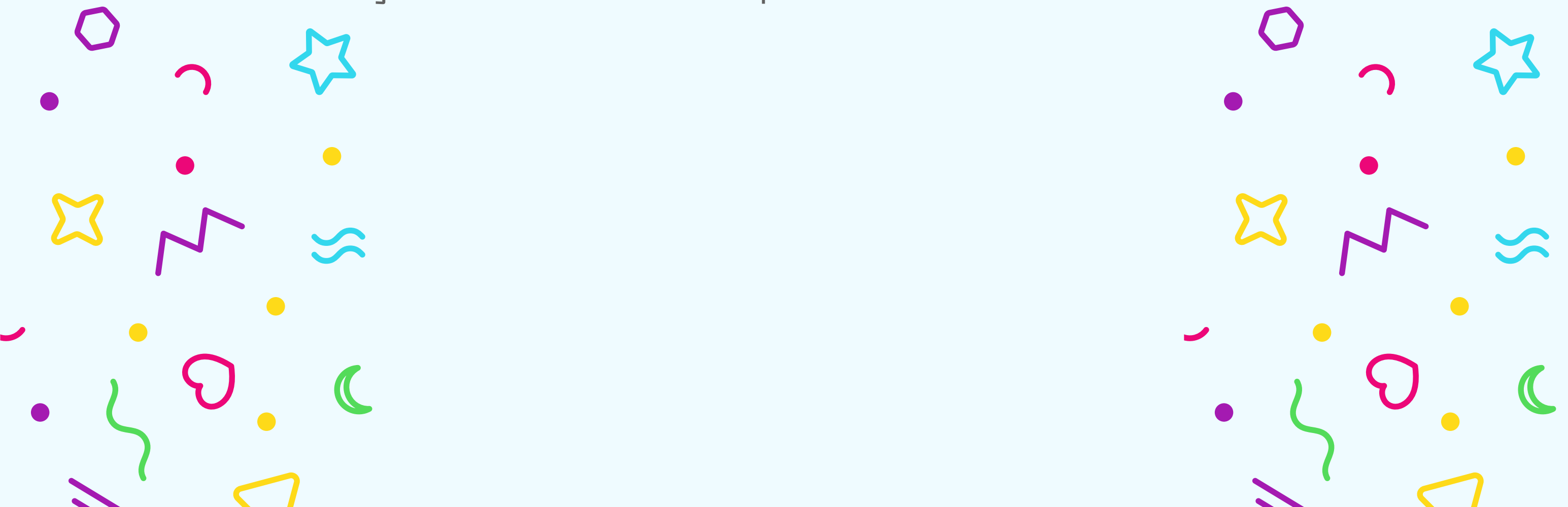
CONCLUSION

We believe Noshi has the potential to solidify its place in the condiment industry by the nature of its unique organic and nutritional products specifically for kids. We believe Noshi needs to expand its brand identity and gain exposure through the use of efficient marketing tools and partnerships.

In the short run, we advise that Noshi starts by strengthening its brand identity, beginning with animating the company logo and using it as its mascot in advertisements. Noshi should create a cute and captivating jingle featuring its character to enchant children and strengthen brand recall for parents.

Lastly, Noshi should also strengthen its use of social media marketing by utilizing AI and posting frequently to facilitate consumer engagement.

In the long run, we encourage Noshi to partner with like-minded organizations that help Noshi reach a larger audience and boost their credibility. Partnerships with Nemours Kids Health will bring awareness to the importance of nutrition and organic eating while also working with the organizations to raise money for children's health foundations. Once B2B and B2C relationships are identified and established, the final step would be to implement promotional sales during certain times of the year so Noshi can expand on their customer base.



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