



Beefaroni Case Report

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Core Problem

Chef Boyardee is tasked with developing a new message strategy for its classic Beefaroni. This message strategy should communicate a new way of positioning the product in order to gain customers. The selected strategy should also create an overarching communication plan for the next five years.



Critical Factors

In brainstorming about Beefaroni and its appeal to consumers, we established several critical factors that explain the appeal of Beefaroni. Price, availability, convenience, nostalgia, brand recognition, and flavor were all deemed to be critical factors.

Price is the most obvious factor in that it appeals to the rational thinker. They see that it's a very affordable product and will most likely find value in how inexpensive Beefaroni is. This, of course, is a double edged sword. Marketing Beefaroni as inexpensive, while it may yield some positive results, also holds the potential to weaken the brand as people come to associate low cost with low quality.

When browsing through grocery stores, convenience stores, and even gas stations, some form of Beefaroni can surely be found. Its distribution is wide enough that if someone needed to stop and grab a quick meal, they can find Beefaroni almost anywhere. In addition to how easy it is to find, it has a long shelf life, is easily stored, and requires a very low level of time or effort to prepare it. It's a great option for people on the go who don't have much time to dedicate to preparing a meal for themselves or their kids.

Almost everyone can remember being a kid and enjoying Beefaroni. Chef Boyardee Beefaroni is a product that arouses positive memories of childhood, and that nostalgic feeling is a critical factor. For adults, it can be for their own personal consumption when the craving to recapture childhood strikes. Or perhaps it could be purchased for their children in a tradition of sorts. They enjoyed Beefaroni as a child and they want their children to experience the same joy, while also sharing in a bonding activity that ties children's experiences together with the childhood of their parents.

Chef Boyardee and Beefaroni have been household names in America for nearly a century. The familiarity and trust of such an established and well-known brand is surely a factor for why people would choose Chef Boyardee Beefaroni.

The last factor that we came up with was the taste. Chef Boyardee Beefaroni has an unmistakable flavor that is enjoyed by a wide variety of customers. This is something that's difficult to do as so many different people have different tastes and preferences, and food can easily be polarizing in opinion. This is especially common when it comes to flavors that are very distinct and unique. A craving for Beefaroni is something that can only be satisfied by Beefaroni.



BEEFARONI

MESSAGE STRATEGY

A



SPEED

B



NOSTALGIA

C



TASTE



BELIEVABILITY:



A

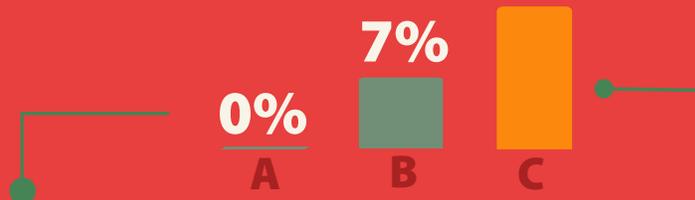


B



C

MORE LIKELY TO PURCHASE: 15%



CONSUME ONCE OR 2-3 TIMES A WEEK



C

Concept C



TASTE



Concepts

After establishing our critical factors, we decided on three strategies which would best flesh out these factors into marketable concepts. These strategies consist of acute need, routine, and sensory. Acute need is a strategy that is found in the convenience concept, as Beefaroni is easily available at gas stations, convenience stores, and beyond, ensuring a delicious meal, no matter the circumstance. Routine is found in the nostalgic view of the brand. Many people will buy Beefaroni for their kids because it's what their parents bought for them as a child. Likewise some people grew up eating Beefaroni and as a result continue to enjoy Beefaroni. Lastly the unmistakable taste of Beefaroni appeals to the senses of consumers. It also, in a sense, correlates with nostalgia. The taste of Beefaroni is one that beckons back to childhood, and repurchasing can be a way of stepping back in time to experience that flavor once again.

Methodology

To test the concepts, online surveys were created using Google Forms. These surveys were distributed to a diverse audience, ranging from college-age students to middle-aged parents who act as the primary household shopper. Survey responses were accepted until 2:00 p.m. on Friday, January 25 and a total of 26 responses were collected.

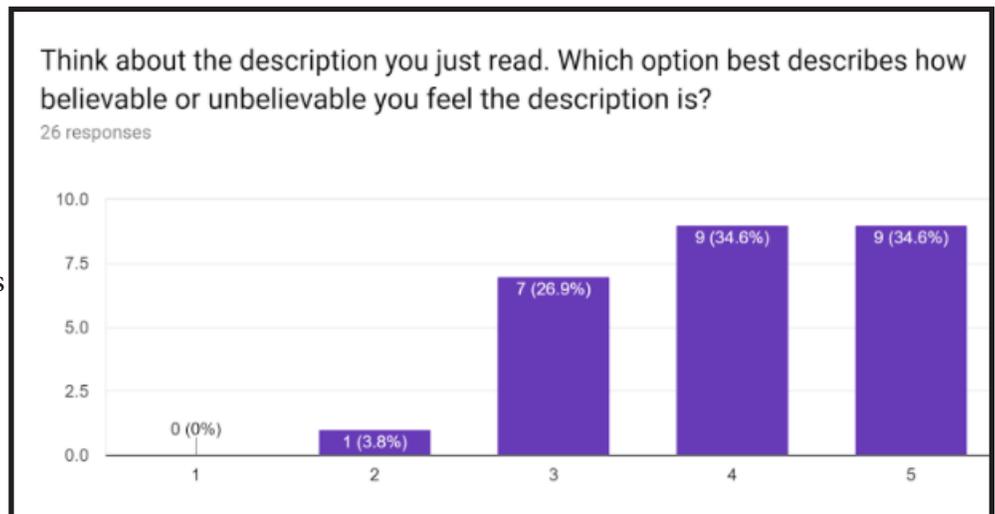
Concept Testing

The first question of the survey asked if users were familiar with Chef Boyardee Beefaroni, to which 76.9% of respondents indicated that they were aware of Beefaroni.

Concept A

Concept A, which was based on the acute need message strategy, intended to highlight the wide availability of Beefaroni. Open-ended responses were collected for the question, "What was the main idea in the description you just read?" A majority of the responses mentioned the ease of access to Beefaroni, as well as its convenience to prepare. Additionally, 70% of respondents indicated that the message was somewhat believable or very believable.

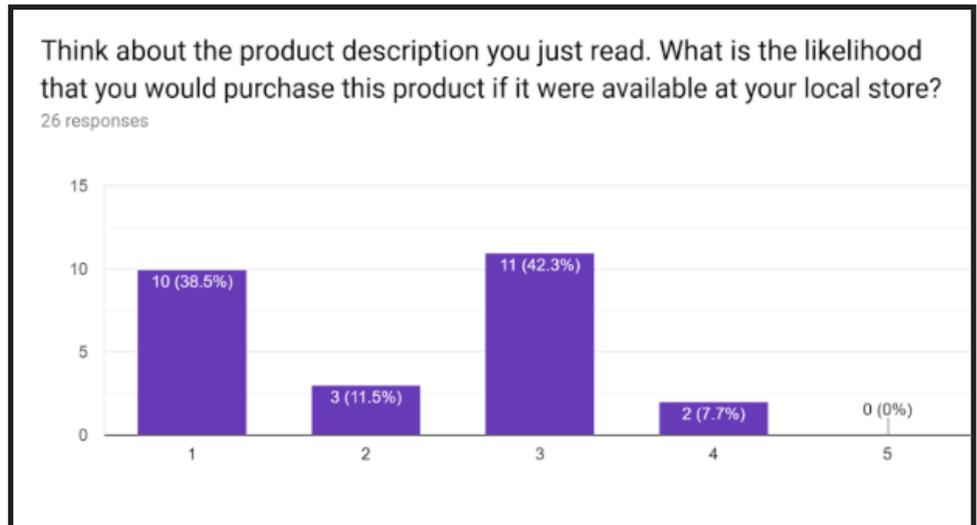
While effective in conveying the main theme, Concept A did not sway customers towards purchasing the product, as only five respondents indicated that they would be somewhat or very likely to purchase Beefaroni. A notable theme for not purchasing Beefaroni is that it's "processed," "unhealthy," or that customers would prefer to prepare their own pasta at home. Though a clear theme for those that indicated likeliness to purchase was not evident, notable mentions included that it was "cheap and fast" or "unique and convenient," in comparison to competitors such as canned soups.



Relevancy of Beefaroni to customer needs was also tested. Using a scale of 1-10, one being extremely relevant and 10 being not at all relevant, consumers selected the number that most accurately reflected their views. For Concept A, the mean provided was 6.346, and the median was seven. As the distribution is skewed, median is a better indicator of central tendency. A median of seven indicates that, based on Concept A, respondents did not feel that Beefaroni was relevant to their needs.

Concept B

Concept B used a social message that highlighted the potential nostalgia associated with Beefaroni. Respondents identified the main idea that Chef Boyardee is “an American classic,” that it’s a “trusted” brand, and that it’s a “family favorite.” Roughly 63% of respondents indicated that this message was somewhat believable or very believable, slightly reduced from Concept A. Additionally, a majority of respondents indicated that, based on the description, they did not feel the product was unique in comparison to competitors.



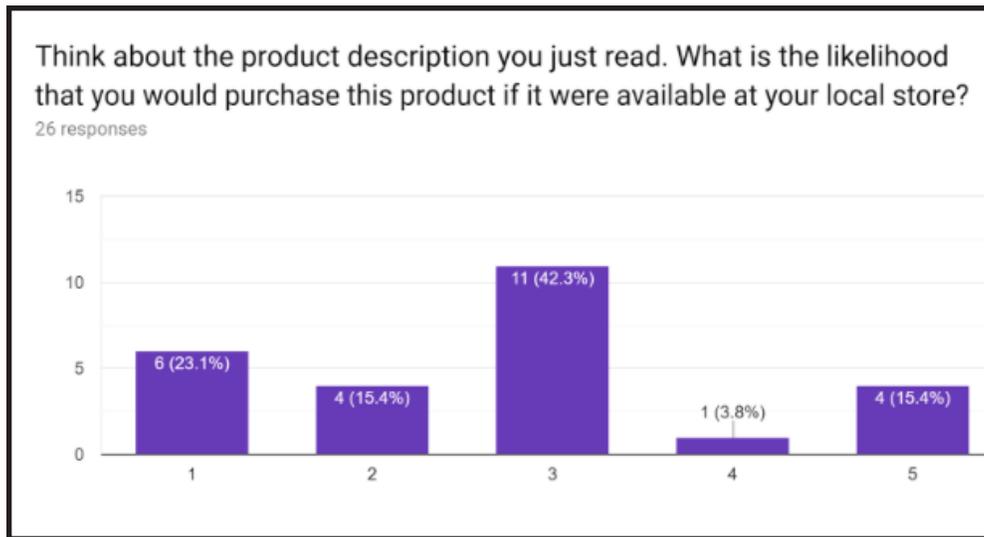
Again, relevancy of Beefaroni to customer needs was tested using the same scale of 1-10. For Concept B, the mean provided was 5.885, and the median was 5.5. As the distribution is skewed, median is a better indicator of central tendency. The median of 5.5 indicates that, based on Concept B, respondents did not feel that Beefaroni was especially relevant to their needs, but they did consider it more relevant to their needs based on Concept B compared to Concept A.

As in Concept A, though, the message was clearly conveyed but did not motivate customers to purchase Beefaroni. Not a single respondent indicated that they would be very likely to purchase, with only two respondents indicating that they would be somewhat likely to purchase. Common themes for this negative sentiment again mentioned that customers don’t “usually consume canned foods,” that it “does not appeal” to the senses, and that customers “need something fast, not family friendly.”

Concept C

Concept C was built on a sensory message strategy that highlighted the delicious flavor that can be enjoyed by people of all ages. Here, the main theme was identified as “delicious,” that “everyone will like it,” and that it’s “convenient.” Interestingly, though this strategy didn’t intend to highlight nostalgia, one respondent indicated that reading about the taste made them feel nostalgic.

For a third time, relevancy of Beefaroni to customer needs was tested using the same scale of 1-10. For Concept C, the mean provided was 6.654, and the median was 7. As the distribution is skewed, median is a better indicator of central tendency. The median of 7 indicates that, based on Concept C, respondents did not feel that Beefaroni was relevant to their needs.



As for believability, Concept C scored the lowest, with only 53% of respondents indicating that the message was somewhat or very believable. Oddly, however, a majority of respondents indicated that this description made them feel that Beefaroni was unique in comparison to competitors. Additionally, while only five respondents indicated that they would be somewhat or very likely to purchase Beefaroni based on this description, a large number of respondents moved from indicating that they would be unlikely to purchase to a neutral stance on purchasing.

This curious set of responses was given some explanation through open-ended responses to the question of why they provided this indication. Several respondents indicated that this description gave them a better idea of what was in the product and that because it is enjoyed by all ages, they had a “higher probability of purchasing.” Additionally, some mentioned that it sounded “tasty” or that they hadn’t tried Beefaroni in a long time and wanted to see if the taste had changed. As expected, negative responses again highlighted that Beefaroni is “canned” and “processed,” as well as the statement that “taste is relative” or that Beefaroni is not something they “regularly eat.” A statistic of note is that while responses to both Concept A and Concept B overwhelmingly indicated that they would consume Beefaroni less than once a week, 27% of responses to Concept C indicated that they would be likely to consume Beefaroni once a week or two to three times a week.

Recommendation

Based on the results from the research, we concluded that Concept C was the most effective. While the overall research results weren’t promising for Beefaroni, Concept C represents the most promising option. The responses received for Concept C indicated a higher likelihood that they would purchase Beefaroni or were at least more stimulated by the message conveyed in the concept.

Additionally, the qualitative feedback was substantially more positive regarding the concept itself and the likelihood of purchasing. Concept C also successfully implemented several of our critical factors through the use of flavor and taste. It played to the sensory, acute need, and routine strategies.

Concept C ultimately was most effective in addressing the core problem that we aimed to solve. This concept provides a different way of framing Beefaroni from what has been done before, in that the message strategy is focused more on the senses and acute need, as opposed to rational, ego, and social message strategies. This provides a break from the norm and fits better into the current climate of perception surrounding Beefaroni.

Appendix A

Concept A

Chef Boyardee Beefaroni is available at grocery stores, gas stations, and other local shops.



Chef Boyardee Beefaroni is a food product that allows consumers to have quick, ready-to-eat pasta in a can. While consumers are offered many different soups in a can, Beefaroni is one of the few products to give consumers the option of Italian style pasta.

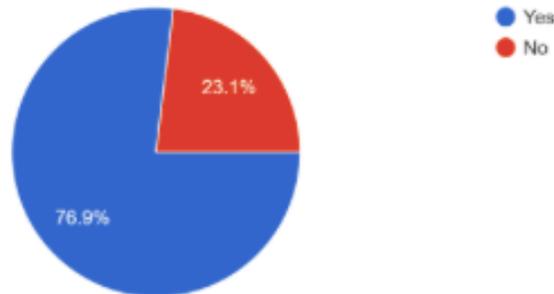
Chef Boyardee Beefaroni provides consumers with the ability to buy a product they know at many locations all over the US. Beefaroni can also be purchased online and delivered directly to your door. Consumers can enjoy the classic Beefaroni at home or when they are on the go in any city.

Chef Boyardee Beefaroni is the pasta known and loved for years.

Questionnaire A

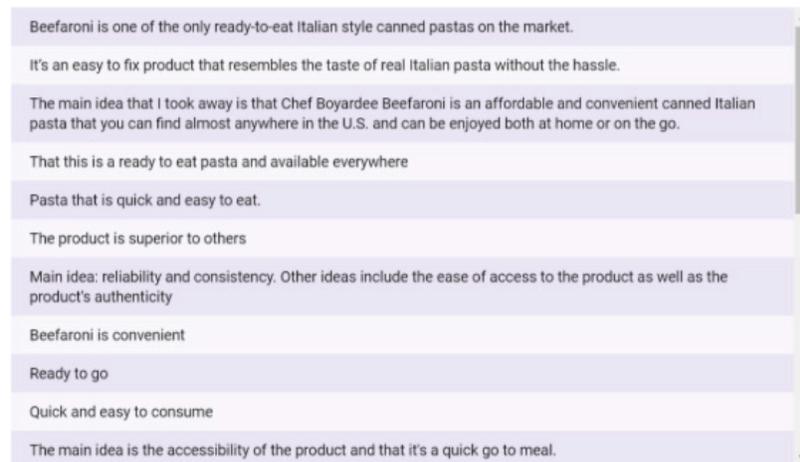
Are you familiar with Chef Boyardee Beefaroni?

26 responses



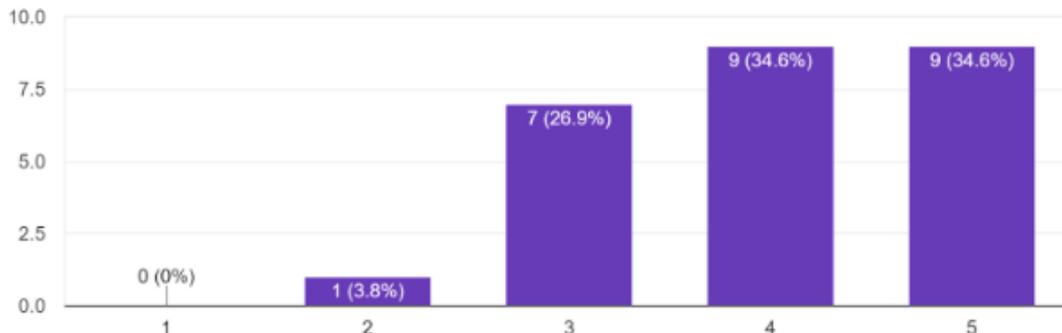
What was the main idea in the description that you just read? That is, what was the one main thing they were trying to tell you about the product? Were there any other ideas?

26 responses



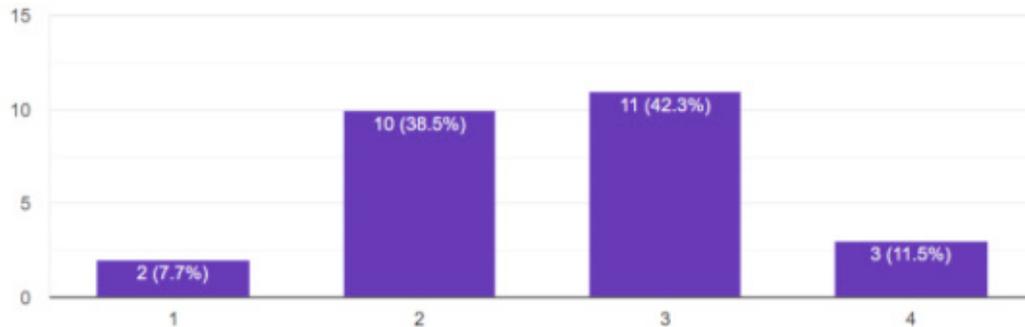
Think about the description you just read. Which option best describes how believable or unbelievable you feel the description is?

26 responses



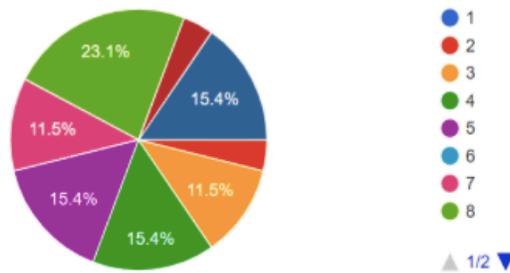
Think about the product description you just read. Which option best describes how unique or not unique you feel this product is when compared to other comparable products?

26 responses



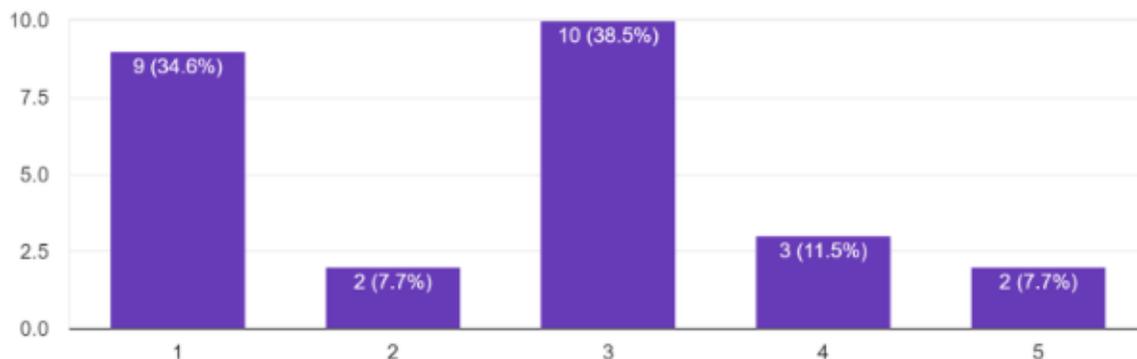
Think about the product description you just read. Which option best describes how relevant this product is to your particular needs? Use a scale of one to ten, where "1" represents "extremely relevant" and "10" represents "not at all relevant" to indicate how relevant or not relevant you feel this product is. Select any number between 1 and 10.

26 responses



Think about the product description you just read. What is the likelihood that you would purchase this product if it were available at your local store?

26 responses



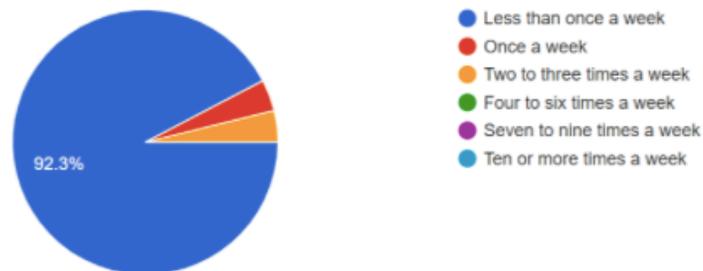
Refer to the previous question. Why did you provide the purchase indication that you did?

26 responses

- I stay away from overprocessed meals when possible.
- It's unhealthy. I am a healthy eater and canned pasta will never be on my list. I did eat it as a kid, but not now.
- I provided the answer that I did because there are other Italian convenience foods available such as frozen pizza that I personally prefer over Beefaroni.
- I don't usually consume canned foods
- Only if it's on sale.
- Bland description. Did nothing to promote the product to me. Could have been used for any other type of product
- I oftentimes would cook my own pasta and prepare my own sauces at home rather than from a can
- I could smell the beefaroni just from reading the description and that is a turn off tbh
- I'm a gal on the go
- I'm not a big soup person and it seems like a very average product that doesn't sway me one way or another with regards to whether or not I would or would not want to eat this particular soup
- I've tried it before and didn't like it.

Thinking about the product description you just read. Using the following scale, please indicate how frequently or infrequently you think you would use (or purchase) this product?

26 responses



Appendix B

Concept B

Chef Boyardee Beefaroni is an American classic that has been a trusted family favorite over generations.



Chef Boyardee Beefaroni is a food product that allows consumers to have quick, ready-to-eat pasta in a can. While consumers are offered many different soups in a can, Beefaroni is one of the few products to give consumers the option of Italian style pasta.

Chef Boyardee Beefaroni provides consumers with the ability to buy a product they know at many locations all over the US. Beefaroni can also be purchased online and delivered directly to your door. Consumers can enjoy the classic Beefaroni at home or when they are on the go in any city.

The classic Beefaroni product is a family favorite and a trusted American classic.

Questionnaire B

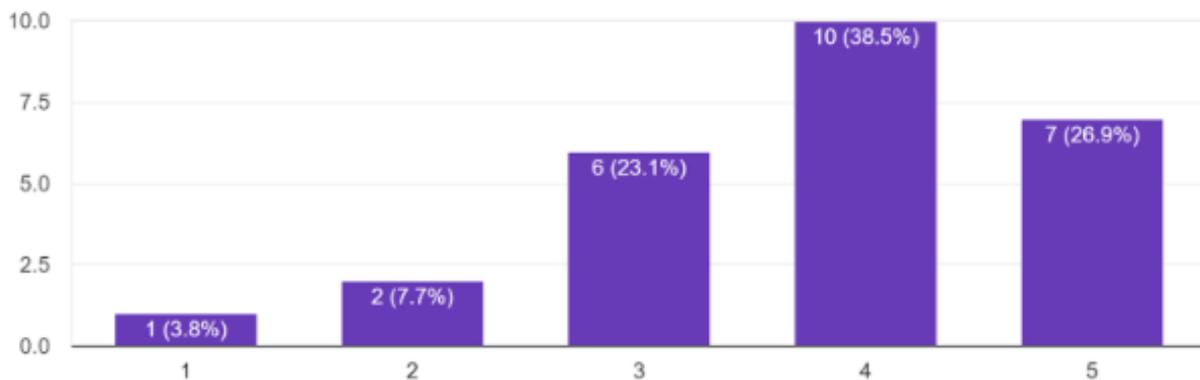
What was the main idea in the description that you just read? That is, what was the one main thing they were trying to tell you about the product? Were there any other ideas?

26 responses



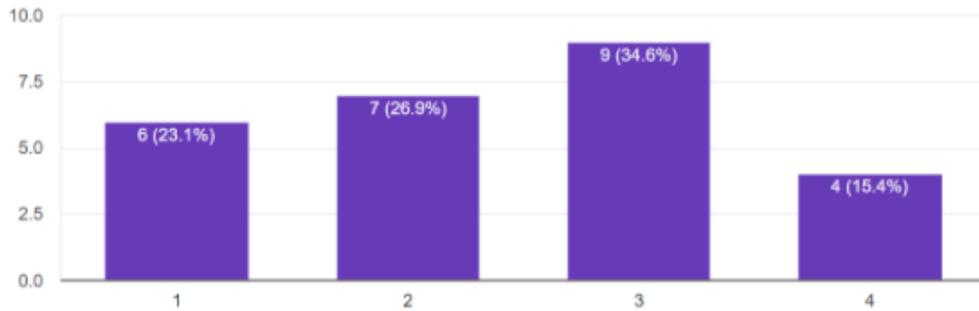
Think about the description you just read. Which option best describes how believable or unbelievable you feel the description is?

26 responses



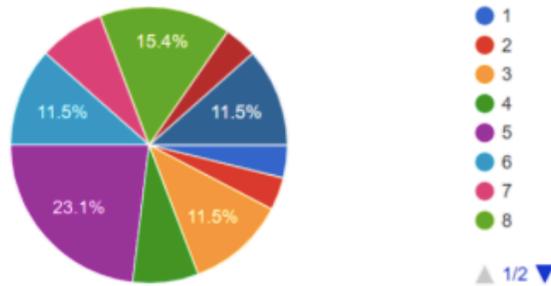
Think about the product description you just read. Which option best describes how unique or not unique you feel this product is when compared to other comparable products?

26 responses



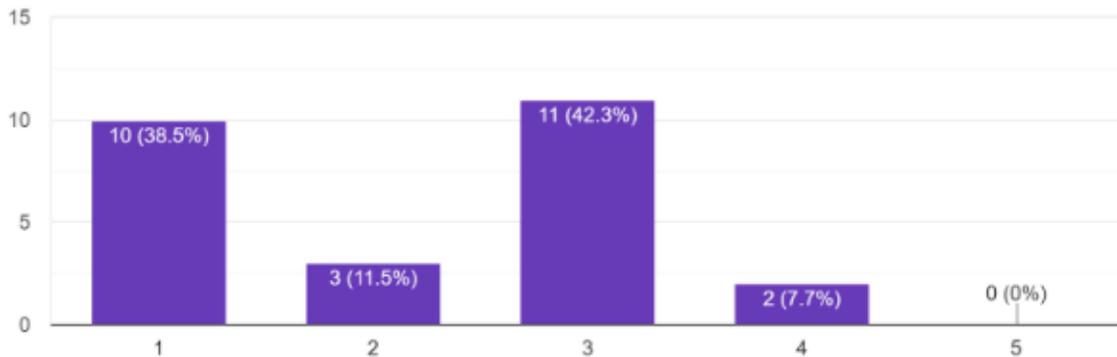
Think about the product description you just read. Which option best describes how relevant this product is to your particular needs? Use a scale of one to ten, where "1" represents "extremely relevant" and "10" represents "not at all relevant" to indicate how relevant or not relevant you feel this product is. Select any number between 1 and 10.

26 responses



Think about the product description you just read. What is the likelihood that you would purchase this product if it were available at your local store?

26 responses



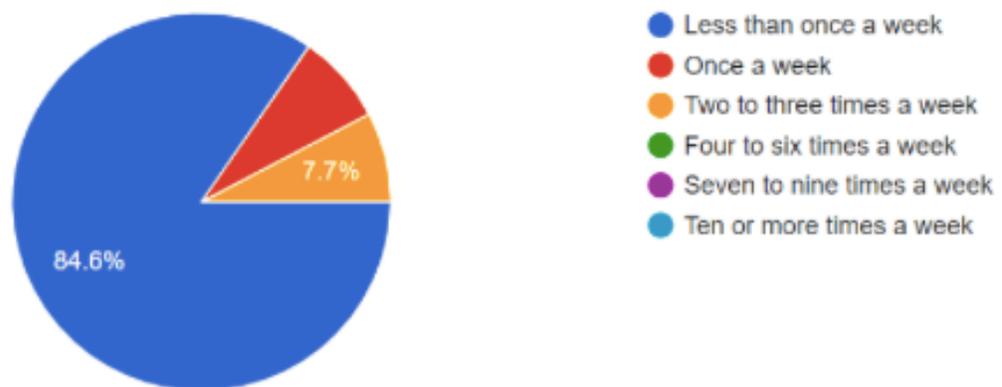
Refer to the previous question. Why did you provide the purchase indication that you did?

23 responses

- I don't eat canned pasta.
- I didn't feel like the Beefaroni in a can seemed like a very enjoyable option based on it's description in the paragraph about.
- I don't usually consume canned foods
- If on sale.
- The description was more product-specific
- I feel something so easy to prepare in a can would have an absurd amount of sodium
- I can still smell the beefaroni
- Sometimes you get the craving
- It just seems like a cheap soup for a person on the go.
- Same as with Concept A. I do not like the taste.
- Same as before

Thinking about the product description you just read. Using the following scale, please indicate how frequently or infrequently you think you would use (or purchase) this product?

26 responses



Appendix C

Concept C

Chef Boyardee Beefaroni has a delicious flavor that can be enjoyed by all.



Chef Boyardee Beefaroni is a food product that allows consumers to have quick, ready-to-eat pasta in a can. While consumers are offered many different soups in a can, Beefaroni is one of the few products to give consumers the option of Italian style pasta.

Chef Boyardee Beefaroni provides consumers with the ability to buy a product they know at many locations all over the US. Beefaroni can also be purchased online and delivered directly to your door. Consumers can enjoy the classic Beefaroni at home or when they are on the go in any city.

Chef Boyardee classic Beefaroni has an unmistakably delicious taste that is appreciated and enjoyed by people of all ages.

Questionnaire C

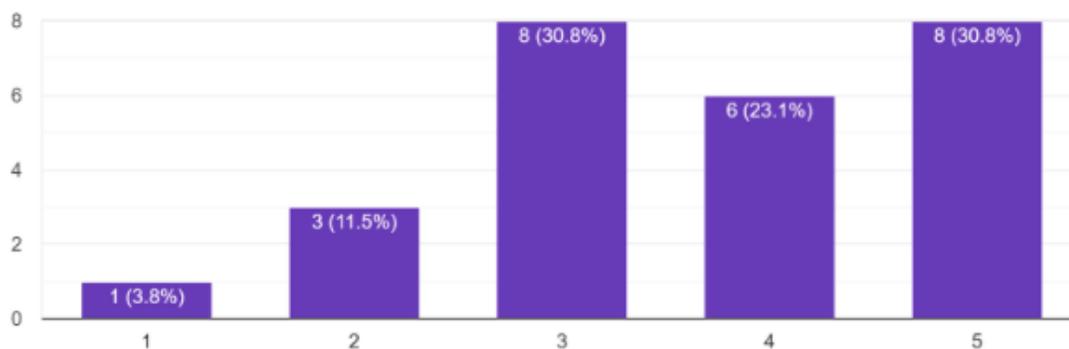
What was the main idea in the description that you just read? That is, what was the one main thing they were trying to tell you about the product? Were there any other ideas?

26 responses

Delicious and trusted product
People of all ages enjoy this canned pasta.
Beefaroni in a can offers people Italian pasta as a convenience food option that is ready to eat and enjoyed by people of all ages.
That this is a quick ready to eat Italian pasta
Quick and easy to eat.
It's delicious
The main idea this time seemed to stress the taste, while the ease to prepare was secondary
Still a focus on "classic", like nostalgic.
Tasty
Cheap soup that is generic enough to be appreciated by virtually anyone
The taste is delicious...Maybe I should try it again?
Ready to eat

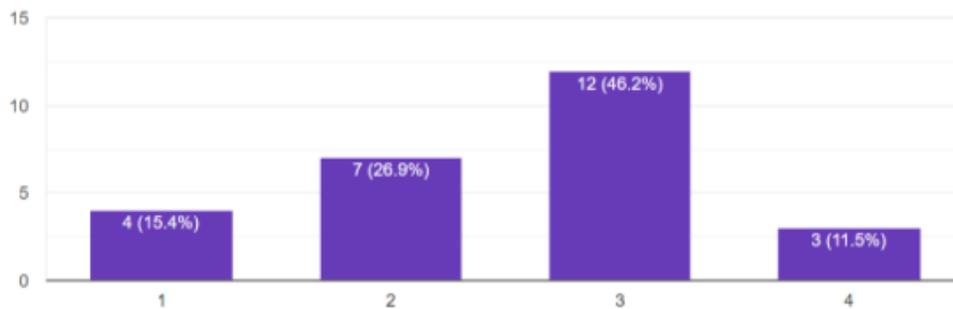
Think about the description you just read. Which option best describes how believable or unbelievable you feel the description is?

26 responses



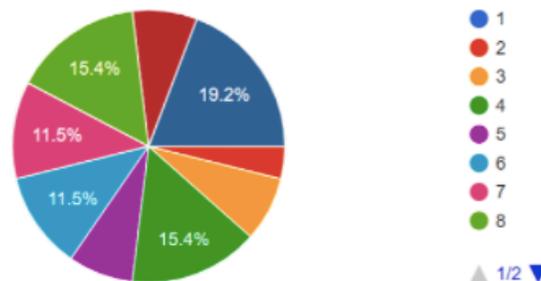
Think about the product description you just read. Which option best describes how unique or not unique you feel this product is when compared to other comparable products?

26 responses



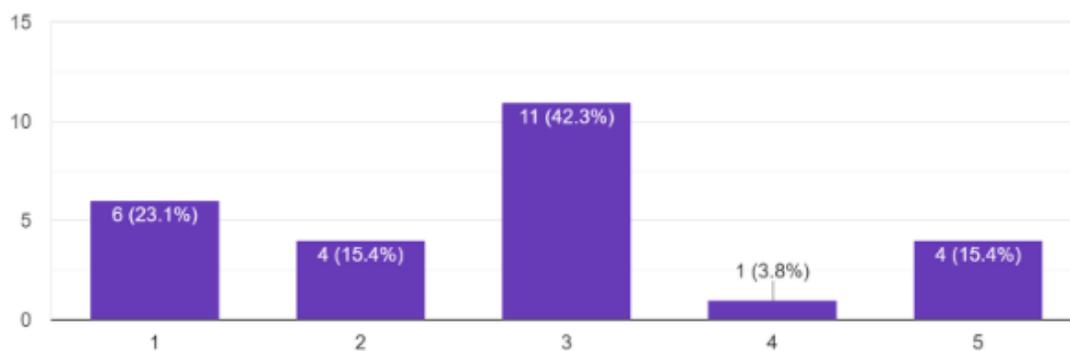
Think about the product description you just read. Which option best describes how relevant this product is to your particular needs? Use a scale of one to ten, where "1" represents "extremely relevant" and "10" represents "not at all relevant" to indicate how relevant or not relevant you feel this product is. Select any number between 1 and 10.

26 responses



Think about the product description you just read. What is the likelihood that you would purchase this product if it were available at your local store?

26 responses



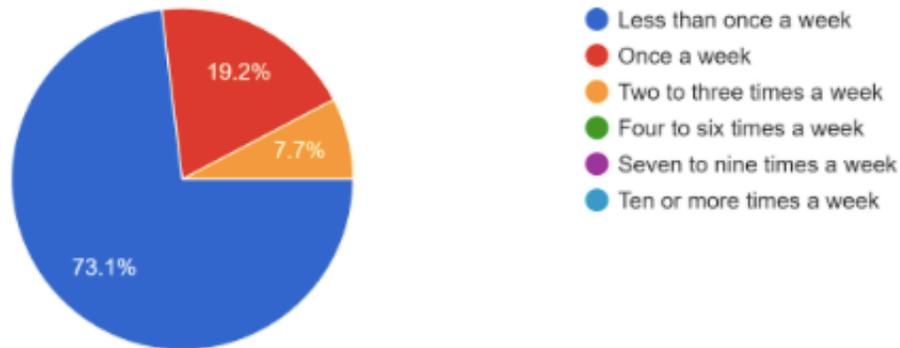
Refer to the previous question. Why did you provide the purchase indication that you did?

22 responses

- Could be a quick meal to pack for lunch
- Maybe adults like it too.. just not me
- They did remind me in the paragraph above that Beefaroni is not only convenient, but enjoyed by all sorts of people which I think made me desire the pasta more.
- I don't consume canned foods
- Only if it's on sale.
- Description is even more product-specific and speaks to me
- If it truly tastes that good why not try it out
- the smell. it lingers.
- Taste is relative
- I don't have a desire to eat cheap generic soup. If I am going to eat soup I am going to get a fresh quality soup at a restaurant.
- It's been a long time since I tried it and maybe the taste has changed. I will probably like it.

Thinking about the product description you just read. Using the following scale, please indicate how frequently ... would use (or purchase) this product?

26 responses



Chef Boyardee Beefaroni Concept A

* Required

1. Are you familiar with Chef Boyardee Beefaroni? *

Mark only one oval.

Yes

No

Concept A

Chef Boyardee Beefaroni is available at grocery stores, gas stations, and other local shops.



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Chef Boyardee Beefaroni provides consumers with the ability to buy a product they know at many locations all over the US. Beefaroni can also be purchased online and delivered directly to your door. Consumers can enjoy the classic Beefaroni at home or when they are on the go in any city.

Chef Boyardee Beefaroni is the pasta known and loved for years.

2. What was the main idea in the description that you just read? That is, what was the one main thing they were trying to tell you about the product? Were there any other ideas? *

3. Think about the description you just read. Which option best describes how believable or unbelievable you feel the description is? *

Mark only one oval.

	1	2	3	4	5	
Very unbelievable	<input type="radio"/>	Very believable				

4. Think about the product description you just read. Which option best describes how unique or not unique you feel this product is when compared to other comparable products? *

Mark only one oval.

	1	2	3	4	
Not at all distinctive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very distinctive

5. Think about the product description you just read. Which option best describes how relevant this product is to your particular needs? Use a scale of one to ten, where "1" represents "extremely relevant" and "10" represents "not at all relevant" to indicate how relevant or not relevant you feel this product is. Select any number between 1 and 10. *

Mark only one oval.

1

2

3

4

5

6

7

8

9

10

6. Think about the product description you just read. What is the likelihood that you would purchase this product if it were available at your local store? *

(Mark only one oval.)

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	Very likely				

7. Refer to the previous question. Why did you provide the purchase indication that you did?

8. Thinking about the product description you just read. Using the following scale, please indicate how frequently or infrequently you think you would use (or purchase) this product? *

(Mark only one oval.)

- Less than once a week
- Once a week
- Two to three times a week
- Four to six times a week
- Seven to nine times a week
- Ten or more times a week

Chef Boyardee Beefaroni Concept B

Concept B

Chef Boyardee Beefaroni is an American classic that has been a trusted family favorite over generations.



Chef Boyardee Beefaroni is a food product that allows consumers to have quick, ready-to-eat pasta in a can. While consumers are offered many different soups in a can, Beefaroni is one of the few products to give consumers the option of Italian style pasta.

The classic Beefaroni product is a family favorite and a trusted American classic.

9. What was the main idea in the description that you just read? That is, what was the one main thing they were trying to tell you about the product? Were there any other ideas? *

10. Think about the description you just read. Which option best describes how believable or unbelievable you feel the description is? *

(Mark only one oval.)

	1	2	3	4	5	
Very unbelievable	<input type="radio"/>	Very believable				

11. Think about the product description you just read. Which option best describes how unique or not unique you feel this product is when compared to other comparable products? *

(Mark only one oval.)

	1	2	3	4	
Not at all distinctive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very distinctive

12. Think about the product description you just read. Which option best describes how relevant this product is to your particular needs? Use a scale of one to ten, where "1" represents "extremely relevant" and "10" represents "not at all relevant" to indicate how relevant or not relevant you feel this product is. Select any number between 1 and 10. *

(Mark only one oval.)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

13. Think about the product description you just read. What is the likelihood that you would purchase this product if it were available at your local store? *

(Mark only one oval.)

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	Very likely				

14. Refer to the previous question. Why did you provide the purchase indication that you did?

15. Thinking about the product description you just read. Using the following scale, please indicate how frequently or infrequently you think you would use (or purchase) this product? *

(Mark only one oval.)

- Less than once a week
- Once a week
- Two to three times a week
- Four to six times a week
- Seven to nine times a week
- Ten or more times a week

Chef Boyardee Beefaroni Concept C

Concept C

Chef Boyardee Beefaroni has a delicious flavor that can be enjoyed by all.



Beefaroni is a food product that allows consumers to have quick, ready-to-eat pasta in a can. While consumers are offered many different ready-to-eat meals, Beefaroni is one of the few products to give consumers the option of Italian style pasta that is full of flavor.

Chef Boyardee classic Beefaroni has an unmistakably delicious taste that is appreciated and enjoyed by people of all ages.

16. What was the main idea in the description that you just read? That is, what was the one main thing they were trying to tell you about the product? Were there any other ideas? *

17. Think about the description you just read. Which option best describes how believable or unbelievable you feel the description is? *

Mark only one oval.

	1	2	3	4	5	
Very unbelievable	<input type="radio"/>	Very believable				

18. Think about the product description you just read. Which option best describes how unique or not unique you feel this product is when compared to other comparable products? *

Mark only one oval.

	1	2	3	4	
Not at all distinctive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very distinctive

19. Think about the product description you just read. Which option best describes how relevant this product is to your particular needs? Use a scale of one to ten, where "1" represents "extremely relevant" and "10" represents "not at all relevant" to indicate how relevant or not relevant you feel this product is. Select any number between 1 and 10. *

Mark only one oval.

1
 2
 3
 4
 5
 6
 7
 8
 9
 10

20. Think about the product description you just read. What is the likelihood that you would purchase this product if it were available at your local store? *

Mark only one oval.

	1	2	3	4	5	
Very unlikely	<input type="radio"/>	Very likely				

21. Refer to the previous question. Why did you provide the purchase indication that you did?

22. Thinking about the product description you just read. Using the following scale, please indicate how frequently or infrequently you think you would use (or purchase) this product? *

Mark only one oval.

- Less than once a week
 - Once a week
 - Two to three times a week
 - Four to six times a week
 - Seven to nine times a week
 - Ten or more times a week
-

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