

Betty
Crocker™



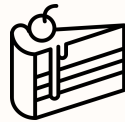
Meet the Team



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01 Brand

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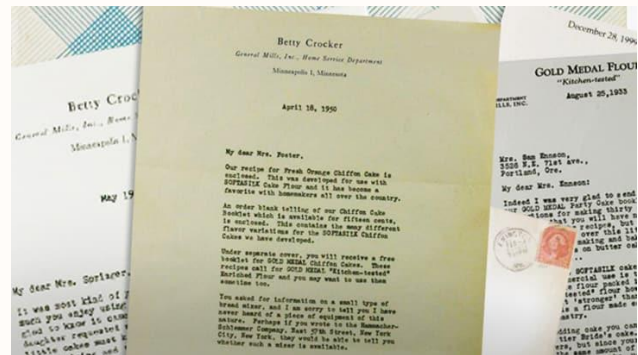
- Data research
- Product Extension Idea
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- Target Audience
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About

- “Betty Crocker” was created by the Washburn Crosby Company to personalize responses to consumers for the Gold Medal flour promotion they ran in 1921 and for questions pertaining to baking.
- 1924 - “Betty Crocker Cooking School of the Air”
 - daytime radio’s first cooking show



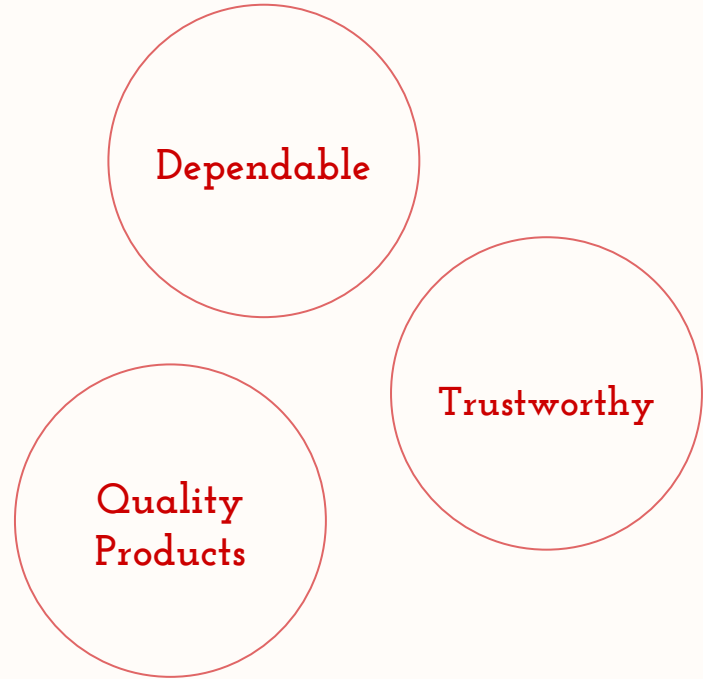
About Continued

- 1946 - Creation of the Home Service Department and the Betty Crocker Kitchens
- 1950 - *Betty Crocker's Picture Cook Book*
- 1954 - Red Spoon
- Headquarters are in Minneapolis Minnesota, USA



Betty Crocker's Mission

"From cooking fundamentals to clever shortcuts made possible thanks to her dependable products, Betty continues to **inspire** home cooks across the world."



Brand Voice & Values

Brand Archetype: **Caregiver**

- Wishes to help others
- Traits: helpful, generous, & compassionate

Brand Voice: **Authentic and Passionate**

- We want to give you the tools and insight to make your job easier. We love cooking/baking and want to influence its trends.

Brand Values:

- Reliable
- Creative
- Quality



Historical Perception: The First Lady of Food

Reliable

Honest

Traditional

- “Expertise from our kitchen and yours”
- Widely popular in America during the 1900s
- Symbol for homemakers/women
 - target audience: women 45 & older



1955 Portrait

Current Perception: Icon of Food Expertise & Reliable Products

Relatable

- “All of you who like to minister to your dear ones by serving them good food”
- Reliable products
- Easy & accessible recipes
- Dependent & adviceful source for home bakers and cooks
- Goal is to be a part of families' food traditions

Working Mom

Dependable



1996 Portrait



Hero Product



Baking Mixes

Betty Crocker products include a variety of cake, brownie/bar and cookie mixes in multiple flavors. Other main products include dessert decorating materials like frostings and sprinkles that help you customize your Betty Crocker creations.

Current Advertising

Currently, Betty Crocker does very little advertising. In their most recent ad, they said families are changing and they still want to be apart of everyone's family.



Partnerships

- 2015 partnered with Nifty Home Products



- 2013 partnered with Hershey's



- 2009 partnered with Make A Wish Foundation

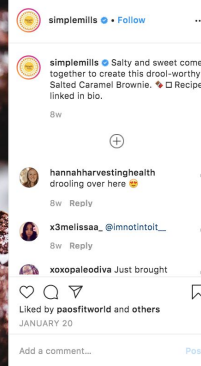
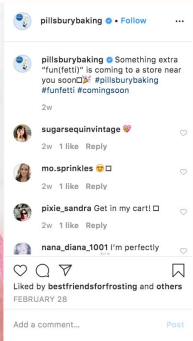
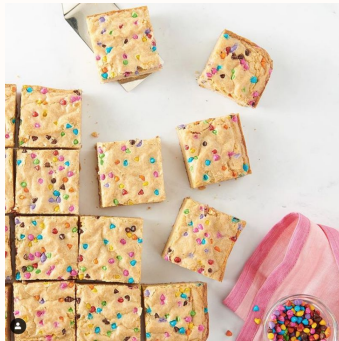


Conventions of the Categories

- **Recipes on social**
 - Share their own recipes as well as recipes submitted by customers, resulting in user generated content
- **Youtube tutorials**
 - Youtube videos that walk the user through a recipe step by step so they can follow along
- **Blogs**
 - Similar to social, blogs are popular for sharing recipes and answering questions

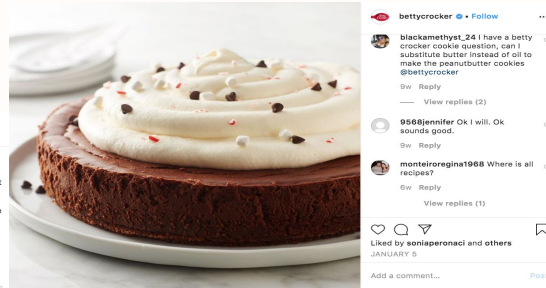
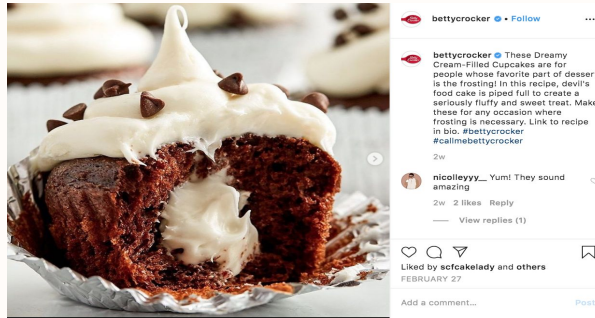


All Social Media's are alike



Brand Behavior

The Betty Crocker brand has nothing that sticks out in today's market except for their history. Their social media does not set them apart and is very much a cookie cutter.

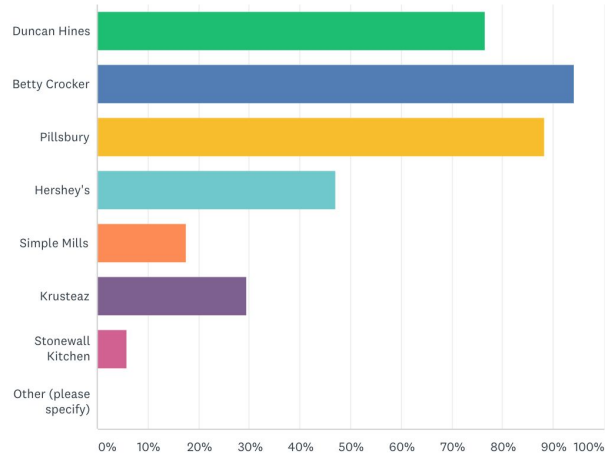


What we found

Through a survey we conducted we found...

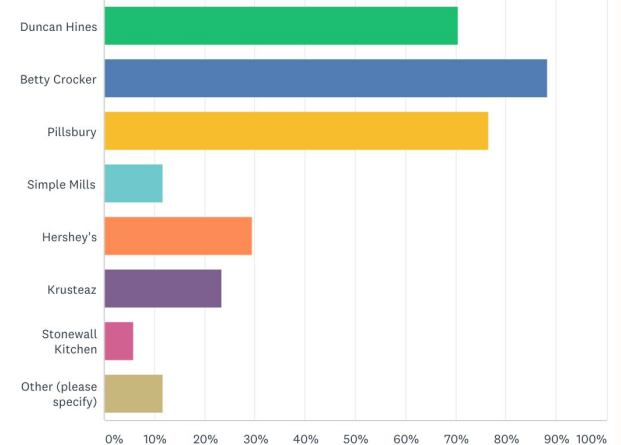
Which boxed cake mixes have you heard of?

Answered: 17 Skipped: 0



Which boxed cake mixes have you used?

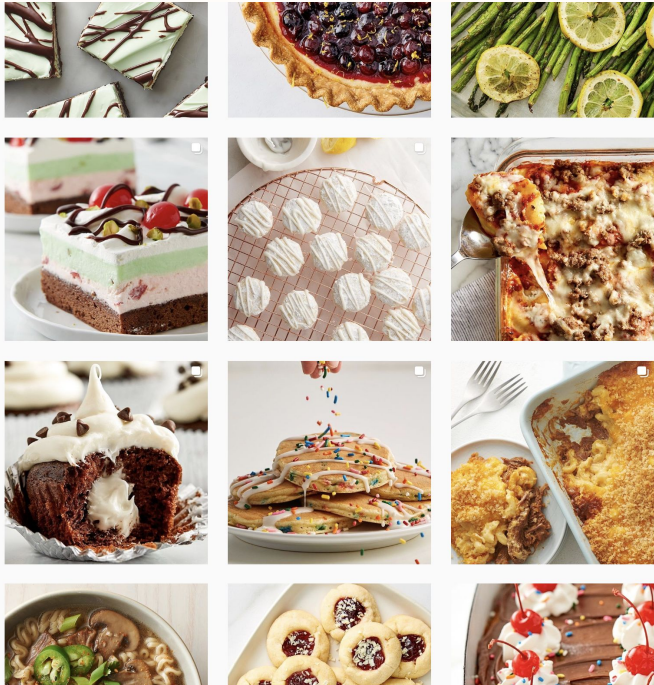
Answered: 17 Skipped: 0



68% of people wanted to change one thing... They wanted more options.

What is Missing?

- Social: People!
- Experience: gourmet, personalization



Needs



1.

Interest

Although most people are aware of the brand, there is little interest in the brand. It is generally perceived as outdated.

2.

Brand Voice

Betty Crocker is lacking a compelling brand voice. Currently, the brand is simply informative.

SWOT Analysis

Strengths

- History and Legacy
- Baking for all ages
- Connection with the consumer (nostalgia)
- Reliable & affordable products

Opportunities

- Brand growth
- Product expansion
- Effective branding
- Expanding to new areas that competitors haven't
- Expand target market

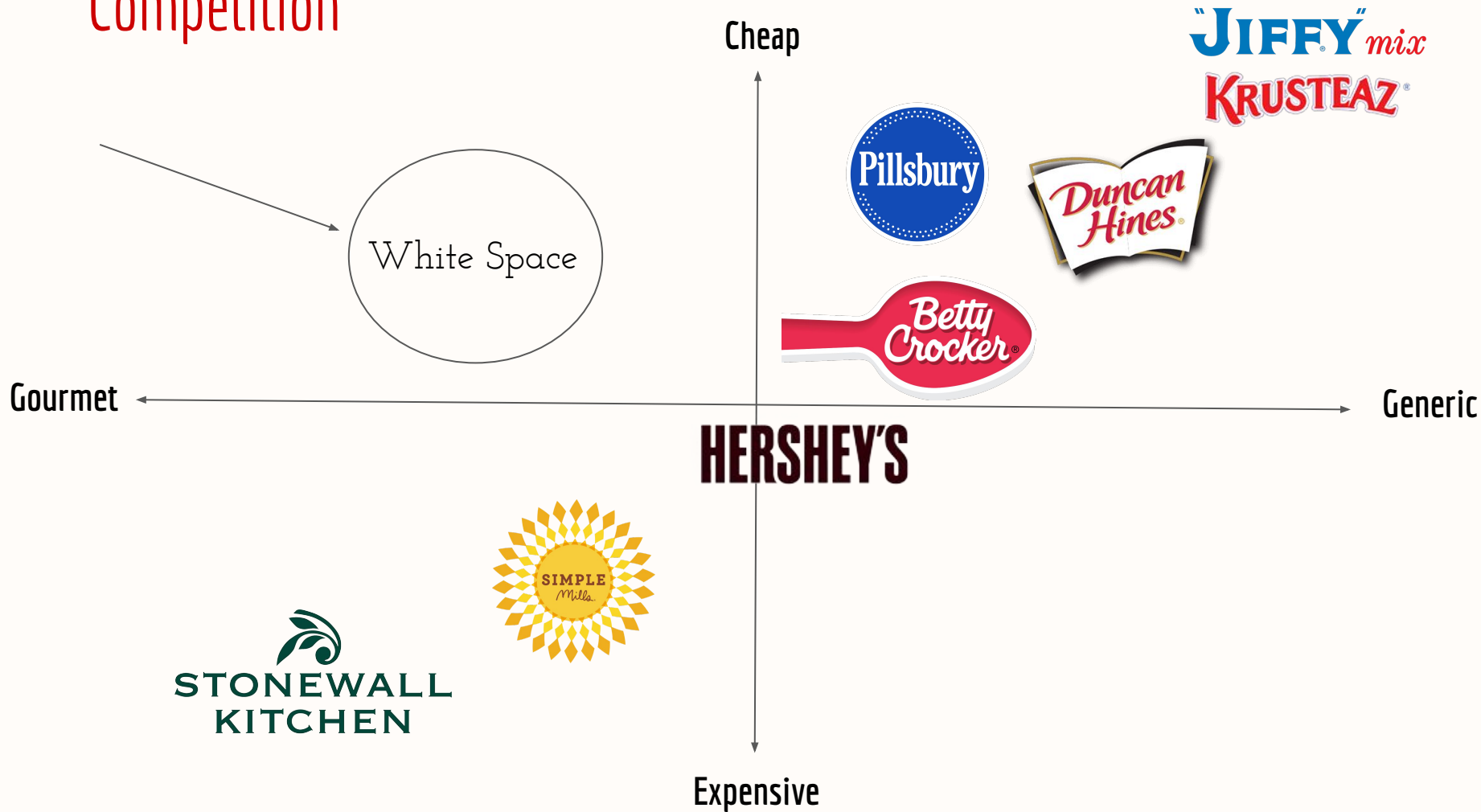
Weaknesses

- Outdated
- Generic products
- Brand elements that are not eye-catching

Threats

- Direct Competition: Duncan Hines, Pillsbury, etc.
- Indirect Competition: Homemade baking and grocery bakeries
- DIY community
- Other cooking brands bandwagoning
- Constant expanding cooking/baking culture

Competition



Positioning Idea: Product Extension

- **Goal:**
 - Reach a younger target market
 - Change Betty Crocker's generic and outdated perception
 - Differentiate ourselves from our direct competition
- **How:**
 - Position ourselves in the "white space" and create a product line that offers unique flavors and a "gourmet" look that is cheaper and more accessible.
- **Product Line:**
 - Betty Crocker's "Gourmet Made Easy"



“Gourmet Made Easy” Mixes

- **The Need**

- Create a baking mix that results in products resembling a speciality bakery product that is both affordable and includes easy baking instructions

- **Features**

- A variety of gourmet flavors

- **The Experience**

- Look like a “Master Baker” without all the hassle and money

- **Differentiation**

- “Gourmet Made Easy” is a reasonably priced and accessible baking mix that would be available in nationwide grocery stores



Positioning Statement:

For the bakers who want the artisanal look and taste but don't have the time, Betty Crocker provides affordable, accessible, and easy-to-use baking mixes that yield a gourmet experience. Betty Crocker is a tool that home bakers can benefit from to stand out in the kitchen. Unlike other boxed dessert mixes, Betty Crocker wants to help people discover their inner artisan.

Target Personas



Amy Patterson

Age 35
Job Part-time Web Developer
Status Married with 3 kids <8
Income \$80-100k
Location Portland, Maine

"When I showed up with dark chocolate and sea salt cookies to Emily's bake sale, I had earned my title as the 'cool mom.' Thanks Betty Crocker!"



Danielle Eberts

Age 25
Job Social Media manager
Status single
Income \$45k
Location Seattle, WA

"My friends were impressed by the pink champagne velvet cake I baked for our Bachelor Watch party last night, but I really just used Betty Crocker! Shhhh, Don't tell!"

Advertising

- We are going to utilize point of sale marketing tactics to get our new products in front of potential customers while they are shopping.
- Our target consumers heavily use social media. With 43% of internet users using social media when researching things to buy.
- With 85% of consumers want to see more video content from brands, we plan on running ads on Youtube and Hulu

Possible Partnerships

- Harry and David Tea



- The Bachelor (champagne cake)



- Donate to sustainable farming nonprofits



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Cordially yours,

Betty Crocker

Does anyone have any
questions?