



## BRITISH LION EGGS - A MARKETING CASE STUDY

### THE CHALLENGE

You are the newly appointed Marketing Manager for the British Egg Information Service and it is now your job to plan and implement an effective marketing strategy which will restore the public's confidence in eggs and increase sales of British eggs.

### *Before you start*

You need to establish what you're trying to achieve, how you are going to go about the job, and who you can use to achieve it. LIST A provides you with stages that should be involved in your marketing plan – these are not in the right order. Use these stages to create a flow chart showing roughly in what order events will take place (some may happen simultaneously). Then use LIST B to decide who will need to be involved at each stage. For the time being, do not worry about details of particular strategies or tactics – this will come later.

### LIST A: STAGES TO CONSIDER

- Before anything else, you must ensure that you have enough data and background information to form the basis for your promotional activity.
- What needs to be done during and after your promotional activity?
- What do you need to find out? How will this research be conducted and who will you speak to?
- What promotional tools are likely to be most effective in getting across your core messages? Who will be involved in creating specific activities that use these promotional tools?
- Is it necessary to conduct any research?
- Are there any other organisations, groups, or opinion formers that you will need to approach?
- Once sufficient background data has been gathered, attention must be turned to consumers. You must work out what a consumer needs and expects from a product such as eggs. Draw up a list of consumer 'wants and needs' and develop some 'core messages' that satisfy these.



## **LIST B: PEOPLE INVOLVED**

### ***BEIS Marketing Manager***

This is your role. You are responsible for overseeing marketing and promotion activity for eggs. You report back to the BEIC.

### ***Advertising Agency***

- *Account Handler* – Liaises with the client and other departments in the agency (eg media, creative etc) as well as designers, printers etc.
- *Account Planner* – Brings together the campaign details to plan how it will work.
- *Media Planner/Buyer* – Decides which media to advertise in and negotiates to buy advertising space.
- *Art Director and Copywriter* – Comes up with ideas and designs for how the ads will look and prepares text and/or scripts for TV/radio.

### ***PR Agency***

- *Account Handler* – Liaises with the client to ensure that the right messages and image are projected to various 'publics'. The first port-of-call for journalists and consumers.

### ***Market Research & Analysis Company***

Develops research programmes, manages surveys and focus groups to produce qualitative and quantitative analysis.

### ***Step one: Research – your ideas***

The first stage, before you even start to think about how to solve the problem, is to get more information. Research is vital to any marketing campaign and this is no exception. Gather your team around you and consider the following. (Remember you are in a theoretical situation here and will not be asked to carry out the research unless your teacher states otherwise.) What different types of research will you need to conduct and what format will these take? What are the major issues you will need to find out more information on?

*Here are some areas for consideration to get you started:*

- What is the public perception of eggs?
- Who are the major buyers of eggs?
- What is the best way to reach this target audience?
- Who or what influences the way the public think?



- What will make the public buy/eat more eggs?

*Using what you have learned from your discussion, design:*

- a questionnaire for a street survey
- a set of questions to prompt responses within a small 'focus group' discussion.

## **Step 2: Planning the campaign – your ideas**

### **Collating and categorising your research**

Now it is time to use the information you have gleaned from your research to plan an effective campaign strategy. Begin by dividing the findings from your research into positive and negative columns. Then divide these further into categories such as health, finance, convenience of cooking, appeal to children and so forth. This will help you to see what areas you need to concentrate on when putting your campaign together.

### **Considering the next steps**

*Now consider the following:*

- What are the major conclusions you can draw from your research?
- What are the implications of this for your strategy?
- What are the three key ways in which to change the public's perception of eggs?
- What should be addressed as a) long term and b) short term objectives?

### **Generating Ideas**

At this point you may be trying to come up with say, a focus for an advertising campaign or innovative and exciting ways of reaching the public. Sometimes ideas come thick and fast but if this is not the case you may like to try some of the following brainstorming techniques to help get the creative juices flowing:

- Close your eyes and imagine eating an egg. Concentrate hard for one minute. Write down the first ten words that come into your mind.
- Visual stimulation is very important in the creative process. Make an egg pinboard – think shape, colour, texture and design, using a variety of materials as well as paper and fabric to stimulate ideas.
- Play a word association game using 'egg' as a starting point. After a chain of eight words have been recorded, the process must start again with egg (or an egg-related word as the game progresses)



- I like an egg when... This is like a party game in which each player in the circle takes a turn at starting a sentence with 'I like an egg when...' The results may help you to think laterally about egg consumption.

### ***Step three: Campaign implementation – your ideas***

Using your flow chart, market analysis and brainstorm ideas, develop an implementation plan that will make best use of the £4 million available for the promotion of eggs to the British public. Where possible you should research costs for your proposed activities.

*Factors you might consider:*

- Product development (can the product or its packaging be improved or made more appropriate for your target market?)
- Advertising (is advertising the most appropriate medium for reaching your target market? What will your advertising consist of? When and where will it be placed?)
- PR campaign (what will you do to get the press and consumers interested and on your side?)
- Government/EU lobbying (do you need a lobbyist to talk to government?)
- Sponsorship (do you want to use sponsorship to raise awareness of the Lion e.g. The Lion Premier League!)
- Sales promotion (do you need to promote sales in store?)
- Education (should you target school children – and how?)
- New media (what use will you make of the latest developments in media technology?)

### ***Stage four: Campaign evaluation – your ideas***

Evaluating a campaign is an important part of the process. You need to know how successful your ideas and efforts have been; whether the message has reached the target audience and if it has had the desired effect. Only by standing back to assess what has been achieved will you know whether to continue in the same vein or whether a completely different approach is needed in future. Your client, the BEIC, will also need to be assured of the campaign's success - it is on the basis of this that they will decide whether you are the best company to continue promoting their product in the year ahead. The more evidence you can provide of the campaign's success, the more confident your client will feel and the more likely they will be to give you further business. Prepare a list of criteria you would use to evaluate the effectiveness of your campaign. What evidence can you supply and what form will this take?