Panera case study

# 1. Was Panera’s PWYW experiment a success or a failure?

It was a failure because:

1. The PWYW strategy was indefinite,
2. It was on an uncapped amount of items,
3. It was not limited to a certain set of customers.

## 2. Would the outcome have been different if Panera was selling a digital product?

Yes, but not much.

It would work if they then (1) limit it to a set of loyal/wealthy customers and (2) make it available for a limited time.

## 3. How could have Panera improved its PWYW strategy? What digital tools could they have employed to enhance its success?

They could have improved with the above-mentioned metrics, and

1. Added a charity appeal across their digital advertisements,
2. They could have attracted more PR for UGC,
3. They could have made a larger effort to emphasize reference prices of competitors so loyal customers pay more, frequent customers pay similar, enemies of the competitor pay a good amount just for the heck of it.