

Market Research Notes and Links

This document is a typed version of all notes made by the Marketing Manager whilst investigating the current market, target audience and competition.

4 Ps of Marketing:

- Product
- Price
- Promotion
- Place

Porter's Five Forces:

- Competitive Rivalry - Do we have rivals? How many? Quality of their product?
- Supplier Power - Can our suppliers increase prices? Cost of switching?
- Buyer Power? - Can customers haggle? How big are their orders? Can they Change?
- Threat of Substitution - Will customers leave?
- Threat of New Entry - Can our ideas be copied?

Marketing Manager Roles/Responsibilities/Tasks (Taken from the QA Manual)

- Scrutinise competitors products
 - Initial market research
 - Pros/Cons
 - Reveiws
 - Layout/design/features
 - Pricing
- Market Share Research
 - What demand is there?
 - How many similar products
 - Future predictions
- Market Barriers
 - Obstacles to launch?
 - How do we overcome them?
- Target Audience identification
 - Where does current market lie?
 - Gaps?
 - Can we identify with our audience?
- Price Strategy
 - How can we compete financially?
 - What do successful competitors do?
 - What can our audience afford?
- Product Development
 - Design and features

- What do customers want?
- Protecting our Innovations
 - Do we have any innovations?
 - Can we protect them?
- Brand Awareness
 - Promotion
 - Customer Feedback

Review of competitor's websites

The Marketing Manager's personal review of the Marketing Manager of competition websites (the group hadn't decided to do an app at this point). Roughly half an hour was spent navigating around them and seeing what worked and didn't work.

Marmiton (French)

- Videos, images and sounds

Cons

- Videos don't pause or expand very well
- Adverts overlap at the sides and bottom
- Takes a while to load pages
- Pop up ads for next/previous recipe

Pros

- Clear reviews
- Difficulty ratings/ average cost
- Images of ingredients/utensils
- Easily adjustable amounts
- Sharing recipes and follow people

Money is generated from adverts and products in their boutique. Orange and grey theme with lots of images - maybe a bit cheap looking?

Rasa Malaysia

- Images and text - can't find video/sound
 - Ads have video
 - Ads are random ie advertising tyres on a cooking website?

Cons

- No login/signup
- Takes a while to load
- Ads are in the way but can be closed
- Annoying description of chef and recipe before clicking to look at the recipe
- Paragraphs describe method
- Boring layout

Pros

- Social media (emphasis on following author) and comments
- Different contributors
- Suggestions
- Simple and effective search

- Exciting images of dishes

Ads and products seem to generate revenue. Bland red white theme.

Jamie Oliver

- Images (How to) videos, sound and text

Cons

- Ads are intrusive
- Took a while to load

Pros

- Lots of categories
- Easy search
- Nice easy layout, nice theme, turquoise, white and green
- Social Media/Community
- Easy to personalise
- Skill school
 - Two how to videos per month and how to use these skills in recipes
- Learn Tab
 - Skills and interesting articles

Ads and products, the website includes lots of recipes but not all to encourage you to buy his books.

BBC Good Food

- Images, text, videos (in ads) but not on all recipes

Cons

- Range of cooking related adverts, not too intrusive
- Can't upload your own recipe

Pros

- Social media and community aspects such as sharing and reviews
- Save recipes
- Skills and recipe videos
- Easy to use
- Exclusive deliveroo vouchers
- Health and Nutrition hub sponsored by aldi with lots of articles, healthy recipes and diet plans
- Shopping list - directs to which which calculates shop price and compares supermarkets

Good Food produces income from subscriptions (£44 for 12 issues) giving access to

- Suggestions for easiest-ever weekday meals
- Inspiration for relaxed weekend entertaining
- Regular recipes from famous chefs like John Torode and Tom Kerridge
- Challenging cookery projects to stretch your skills
- Latest trends in the British food scene and beyond
- Recipes to help you enjoy a balanced healthy lifestyle

- Exclusive club - benefits such as culinary cards, events with top chefs and dining experiences etc

Review of competitors apps

Once the group had decided that an app was the product we were going to make more time was spent researching for apps as well as also reading their reviews on the app store:

BBC Good Food

Pros

- Save recipes
- Easy to use
- Free
- Variety of recipes
- Collections/Categories

Cons

- Can't read reviews
- Login issues - no verification email sent
- Paying for cookbooks that are free online

Jamie Oliver

Pros

- Reasonable amount in free version
- Photos and videos
- User friendly
- Recipe Packs

Cons

- Too many changes to pricing
- Renting recipes - very unpopular
- Changing from subscription to in app purchases and losing out on recipes

Cook with M&S

Pros

- Professional and elegant
- Full screen recipes
- Adjust recipe for different number of people
- Reviews and videos
- Drinks section

Cons

- Not a huge selection of recipes
- Cannot sync shopping list made on tablet to phone

Kitchen Stories

Pros

- Professional layout
- How to Videos
- Easy filtering for dietary etc
- New recipes added regularly
- Variety

Struggled to find anything negative out of the 1015 reviews very few negative ones, 3 million downloads in first 18 month on app store. In app purchases seem to be main income but it is unclear.

Student Chef

Pros

- Can submit your own recipe

Cons

- Simple layout - looks basic and outdated
- Small selection
- Can't save favourites
- Banner adverts get in the way

StudentCooking.tv

A website not an app, but aimed at our target market

- Videos - recipes, articles, user recipes
- Recipes are basic
- Not professional
- Nutritional info
- Food Diaries (online cookbook)

The Group decided that there was a gap in the market for a cooking app tailored to millenials, 18-30 year olds. We can relate to this audience as we are part of it and there are many reasons it would be successful such as:

- Students living on their own for the first time need to learn to cook quickly or may need inspiration
- Different eating habits to older generations
- Other apps have a middle class middle aged audience which assumes more expensive ingredients and available kitchen equipment

Target Audience

18-30 born 1988-2000 (thereabouts)

Roughly 8.6 million UK residents aged 20-29 according to Office of National Statistics, taking into account 18 and 19 year olds the number is more like 9.3 million

Survey of personal incomes 2012/13 shows that median income :

Under 20s : approx £11,000

20-24: approx £15,000

25-29: approx £20,000

Pricing will be important as we are looking at tighter budgets

Survey Questions could include:

- How often do you cook per week?
- On a scale of 1-5 do you enjoy cooking?
- On a scale of 1-5 how do you rate your cooking ability?
- How important is the length of time of a recipe?
- Books/Online?
- Payment for app (subscription?)
- Expensive ingredients ?

How brands can build and sustain relationships with 18- to 24-year-olds

- Inform, entertain and inspire
- Instantaneous results
- Desire for material gain, free goods/discounts, winnable competition
- More interested in entertainment than discussion

<https://www.campaignlive.co.uk/article/brands-build-sustain-relationships-18-24-year-olds/1207773>

18-30 year olds save more than any other age group and have roughly £400 disposable income a month (2014)

<http://www.about.hsbc.co.uk/-/media/uk/en/news-and-media/rbwm/150519-young-savers.pdf?la=en-gb>

Youth Trends

- Polite activism - sharing opinions/backing issues but not necessarily engaging in debate
- Embracing traditional values - marriage (57%), children (54%), education (71%)
- (Unique) Identity - individually rather than stereotypes
- Digital Innovations - VR, facial recognition - our motion sensor idea would be appealing
- Instant Gratification - 70% self describe as impatient, takeaways, streaming and click & collect
- Small world - global connections, sharing and engaging with international community
- Knowledge is power - engaging in learning for entertainment
- Real people not celebrity endorsement
- Digital Extremes - binge watching to total abstinence

<https://factorymedia.com/insight/9-youth-trends-brands-need-know-2016>

Apps are very important to millennials - 34 hours per month spent on Facebook and Instagram.

Up to 1hr a day on facebook

'All about mobile' - 3.4 hrs a day on apps

Shopping Habits - many wish for easier access to payments on phones

<https://marketingland.com/us-mobile-users-still-favor-social-media-over-other-apps-143887>

<https://www.comscore.com/Insights/Data-Mine/Facebook-retains-Social-Media-crown-for-UK-Millennials>

Spotify:

2015 UK 16-24 year olds 34.5% have a premium subscription

70 million paid subscribers worldwide

16-24 year olds make up 36% of all paying subscribers

<https://www.statista.com/statistics/590982/distribution-of-spotify-users-in-the-united-kingdom-uk-by-age-group/>

<https://www.statista.com/statistics/813774/spotify-premium-subscribers/>

Netflix

2016 - 56% of respondents aged 16-24 subscribed to Netflix

-51% of 24-34

<https://www.statista.com/statistics/514042/netflix-user-age-distribution-uk/>

-43% 16-34 survey by decipher

-55% 16-24 survey by ONS

-46% 25-34 survey by ONS

<https://www.emarketer.com/Article/Millennials-Most-Likely-SVOD-Netflix-Subscribers-UK/1014885>

Presentation

Pitch, 15 mins, 19/2/18 or 20/2/18 selling to clients

Pitch

- 10-20 slide
- Summary of business
- Visual, contain little text
- Start with problem, give solution
- Story
- Be exact
- Metrics, projections etc
- Talk about benefits not features
- Start with engaging question

Product Idea

Interactive Cooking App:

- Tap to change step in presentation
- Aimed at 18-30 year olds
- Large selection of recipes
- Cooking skills section
- Recipe of the Day
- Themed recipes based on holidays eg christmas, easter, halloween, valentines, day of the dead etc
- Free version has ads
- Subscribed version is ad free, access to competitions, discounts and free bees
- Sharing recipes
- Personalisation, suggestions, saving recipes, social media links

Presentation Research

Modern Cooking -

- Joe Wicks - started posting videos of exercise and what he eats on instagram in 2014
- Sold 972 128 copies of lean in fifteen minutes meals and workouts to help you keep lean and healthy
- 2 million instagram followers and 2.5 million likes on facebook
- Joe Wicks key to social media - Authenticity, consistency, tailoring and autonomy

<https://www.theguardian.com/books/2016/dec/31/bestselling-books-2016-analysis-ghost-christmas-past>

- Guardian Article - 11% slump in book sales in 2014

<https://www.theguardian.com/books/2015/may/08/sales-figures-tell-all-about-the-uks-waning-love-for-celebrity-memoirs>

- Modern Lives are busy, people want to eat quick and healthy meals that break the monotony of modern life
- 2010 - 30 minute meals sold 735000 meals in first ten weeks and 15 minute meals still shown on tv today

<http://www.bbc.co.uk/news/uk-11957627>

- BBC Good Food attracted 8 million subscribers in 2016 and 12.5 million page views in jan 17 alone
- 59% of 25-34 cook with phone/tablet handy - McGarry Bowen
- 31% say that choosing what to cook is least enjoyable part

Sales Strategies

Links on facebook to free version - customers tend not buy a paid app from an ad so well advertise the paid version and it's benefits in the app.

Dont want to be too cheap - lacks quality?

Artificial time delays to waste time and suggest subscribing

Get reviewed by media - student newspapers, blogs and video channels

Ties/Ads in supermarkets or particular food brands

- Aldi, Lidl, asda, tesco, morrisons, sainsbury's

- Student Beans - potential offer student discount (pay every other month?)
- Walkers, warburtons and tropicana.

These brands are strong amongst young people vox burner 2014

In 2017 - Tropicana,Robinsons,Sprite,7-Up, tango,maltesers,cadbury's,walkers,galaxy,fairy

<http://www.voxburner.com/blog-source/2017/1/24/youth-trends-2017-a-preview>

We could include recipes including products of such brands i.e. cakes/deserts or breakfast ideas

Aldi super 6 recipe ideas - can try and get ties with Aldi

Premium

No ads

Pay per month

Unlimited recipes

Unlimited uploading recipes

Downloadable content

Shopping list

Free

Advert on second slide

pop up ads every ten mins or closure

Limited features (videos)

Limit to 1 recipe creation a month

1 slideshow per day

end of slideshow ad for premium

Limit to reviews and ratings only top one