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ITC C307-401I

Case Analysis: Kraft Australia

1. “What are the problems that Kraft Australia would like to address?”

Answer: Kraft Australia is facing a few challenges. First, the company noticed that immigrants are not familiar about their iconic Vegemite brand. Second, their old brand for kids as "Happy Little Vegemites" might not relate well to today's changing lifestyles. Lastly, Kraft is thinking about introducing new versions of the classic Vegemite. They're still determining if customers want this, and if they do, what those new versions should be like.

2. “What are the data available that can be used for an analytics solution?”

Answer: Kraft Australia can rely on information from people discussing Vegemite on web content. They can use the data of about half a million mentions of Vegemite across 38 languages are in 1.5 billion posts. These conversations tell them what people think, prefer, and feel about Vegemite.

3. “How can these data be used to identify how the customers view and use Vegemite?”

Answer: They can use this data to get valuable insights. They can determine whether people are positive, negative, or neutral about Vegemite. By analyzing the topics frequently, they can see how people use Vegemite and what they like. They can also look at who's talking about it and in which language to understand different groups of customers.

4. “What are the possible solutions that can be provided for Kraft Australia to help them solve their problems?”

Answer: Kraft can do a few things. They can hire experts to create a data dashboard that shows how people feel, what they talk about, and who they are in real-time, which will help them adapt quickly. They can make ads that speak to different types of customers since they know what those customers care about. They can even try making new Vegemite versions that people are asking for, like new flavors or sizes. To keep the brand message fresh, they can change it to fit today's world while keeping the good things from before. They can also involve people in their plans through surveys or social media to make customers feel part of the brand's future. Lastly, they work with bloggers, influencers, or cultural experts to get new ideas in unique ways.