

Frozen Potatoes Case Analysis

Insights and Recommendations for Engagement – Group 7

Objectives



Understanding Frozen Potato
Buyer Personas



Tailoring marketing
strategies for different
customer segments



Exploring distinct
characteristics and behaviors
of light buyers and non-
buyers



Leveraging insights to drive
recurrent purchases and
customer loyalty

What's a buyer persona?



Light Buyer Persona



Age: 18-34

Household: Single tenant or a couple without kids

Cooking Preferences: Enjoys experimenting with different ingredients and flavors but relies mostly on pre-packaged or ready-to-eat meals.

Convenience: Highly value convenience in their food choices.

Potato Consumption: Consumes frozen potatoes occasionally, especially potato wedges. Less familiar with frozen potatoes compared to other generations.

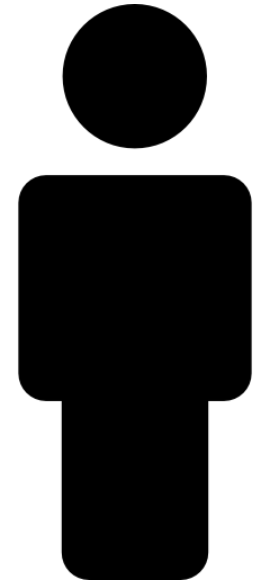
Kitchen Appliances: Uses basic kitchen appliances; may not use air fryers, BBQs, or deep fryers.

Potato Products: Consumes more French fries than other potato products.

Higher Prices / Organic: Prioritizes affordable options over organic choices.

Non-Buyer's reasons: Less likely to buy frozen potatoes due to preference for fresh food and dietary restrictions.

Purchase Disposition: Positive reviews and healthier options may influence their buying decision.





Consumption



Purchase Disposition



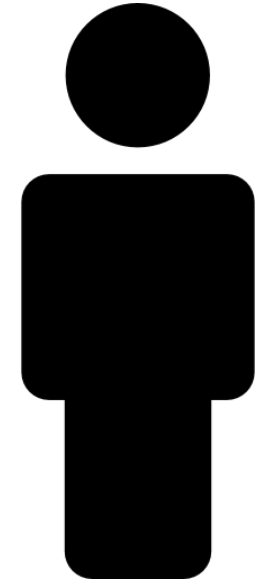
Convenient and Easy
Preparation



Positive Reviews and
Recommendations

Non-Buyer Persona

Age: 55+	Four or more household members, or single tenants with dietary restrictions	Prefers cooking from scratch
Convenience may not be a top priority	Prefers to consume fresh potatoes	May not use advanced kitchen appliances
Prioritizes affordable options over organic choices	Preference for fresh food and concerns about preservatives	Open to trying new and innovative frozen potato products



Recommendations for Increasing Engagement



Recommendations for Light Buyer Category



1

Targeted marketing highlighting convenience

4

Expanded product range with new flavors

2

Informative content about nutritional value and benefits

5

Enhanced packaging with attractive visuals

3

Promotions and discounts tailored to preferences

6

Leverage customer reviews

Recommendations for Non-Buyer Category



1

Healthier Options

4

Promote health benefits

2

Convenience and Easy Preparation

5

Provide cooking guidelines

3

Provide nutritional information about the product

6

Offer promotions and discounts.

Concerns



01

Older people (55+) are more concerned about preservatives than others

02

Non-Canadians are more concerned about the uncertainty of cooking instructions or best practices

Any Questions?

