

A group of people are gathered around a large wooden table in a meeting room. They are wearing t-shirts with various logos, including "CROCKPOT" and "NAXON". The table is covered with papers, laptops, and colorful sticky notes. One person is pointing at a laptop screen, while others are looking at documents or talking. The atmosphere appears to be collaborative and focused on a project.

CROCK POT

- **Development:**

- Invented by Irving Naxon in 1940 -
- Initial prototype: "Naxon Beanery" (electric bean cooker)
- 1950s: Sunbeam acquired rights, renamed "Crock-Pot"
- 1970s: Improved design, added features (thermostat, timers)



Design:

- Iconic shape: rounded, ceramic insert, stainless steel exterior
- User-friendly interface: simple dial, LED display
- Sizes: various (2-7 quarts)
- Materials: ceramic, stainless steel, plastic

Marketing:

- Tagline: "Cook & Carry" (1970s), "Set it and Forget it" (2000s)
- Target audience: busy homemakers, working professionals
- Advertising channels: TV, print, online, social media
- Partnerships: recipe collaborations with food brands, chefs
- Product line expansion: mini, smart, pressure cooker models

Crock pot





Key Features:

- Low, steady heat (150-300°F)
 - Programmable timer
 - Automatic shut-off
 - Portable, travel-friendly design
- Easy cleaning

Marketing Strategies

- Social media campaigns (#CrockPotLove)
- Influencer partnerships (food bloggers, chefs)
- Recipe contests, giveaways
- Sponsorship: cooking events, TV shows
- Online communities (Crock-Pot forums, Facebook groups)

Sales:

- Over 100 million units sold worldwide
- \$500 million annual revenue (estimated)
- Available in major retailers (Amazon, Walmart, Target)
- This concise overview highlights the key aspects of Crock-Pot's development, design, and marketing strategies that contributed to its success.

