



REINFORCING BRAND VALUE

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Value Chain + Key Issues



1. **Product Differentiation:** Need to distinguish itself from competitors, esp. lower-priced alternatives and high-quality options.
2. **Value Communication:** Need to effectively communicate the added value of Nature Valley products to justify a higher price point (benefits of sustainable farming practices, local ingredients, eco-friendly packaging)
3. **Target Audience Engagement:** Declining sales among households with children suggests a need to better communicate health and value aspects to the primary household purchasers.
4. **Leveraging Retail and E-commerce Trends:** Optimizing presence in club/discount store to increase visibility and accessibility.
5. **Brand Equity and Perception:** Consistent communication of the brand's values and unique selling propositions to strengthen brand equity.
6. **Consumer Buying Behaviour:** Need for promotional strategies to address consumers' price sensitivity without eroding the brand's premium positioning.
7. **Market Demographics:** The aging population and the growing immigrant segment in Canada must be reflected in Nature Valley's marketing strategy.
8. **Sustainability and Corporate Responsibility:** Need to accentuate sustainability initiatives that resonates with consumers' increasing eco-consciousness.
9. **Packaging Innovation:** Transitioning to recyclable and reusable packaging requires not only operational changes but also consumer education and promotion to highlight the brand's environmental initiatives.
10. **Alignment with Canadian Values:** The patriotic appeal and connection to Canadian identity need to be emphasized in a manner that authentically resonates with consumers.

S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
<p>Brand Recognition and Popularity:</p> <ul style="list-style-type: none"> Established as the creator of the granola bar category in 1975. Oats n’ Honey Granola Bar ranked as the most popular in the market. Extensive public relations efforts, advertising campaigns, and title sponsorships maintain national and foreign visibility. <p>Ingredient Transparency:</p> <ul style="list-style-type: none"> Emphasis on natural, organic ingredients with clear nutrition and allergy information. General Mills' production facilities provide distribution advantages. 	<p>Innovation Constraints:</p> <ul style="list-style-type: none"> Dependency on Basics: Nature Valley's success relies on adhering to the basic attributes of its granola bars, limiting innovation in flavors and composition. Market Homogeneity: In a diverse granola bar market, Nature Valley struggles to adapt to evolving consumer preferences, needing alignment with its established consumer base. Limited Appeal to Youth: The bar's simplicity may not resonate with younger demographics, who prefer more innovative options. Criticism about "crumbs" on social media exacerbates this challenge. 	<p>Nostalgia:</p> <ul style="list-style-type: none"> Unique opportunity to re-release original products, capitalizing on the granola bar category's longstanding presence. Demand for Healthy and Organic Snacks. Growing sales in the Nutritional/Intrinsic Health Value Bars category. Nature Valley is already a major player in the healthy snacks category. Rapidly Expanding Market and Competition: Growth in the health-based snacks market. Opportunity to tap into a broad demographic seeking healthful items. 	<p>Market Expansion and Competition:</p> <ul style="list-style-type: none"> Health Focus: Nature Valley operates in a growing health-based snacks market, with 90% of US cereal bar launches emphasising health benefits and 80% globally. Challenges in Proliferation: The global cereal bar market's doubled offerings pose challenges for Nature Valley in meeting sales objectives and effective marketing amidst increased competition. <p>Guarantee of 100% Natural Ingredients:</p> <ul style="list-style-type: none"> Consumer Expectations: Consumer demand for 100% natural ingredients presents challenges due to potential oxidation, emphasizing the critical need to meet high expectations.

Competitor Analysis

High end competitor- Made good



- MadeGood's "Un-wreck The Future" campaign, led by Broken Heart Love Affair, positions the brand as socially responsible, tapping into the optimism of youth. The campaign includes various video formats across online channels, cinemas, and fitness clubs. Leveraging advertising, social media, sponsorships, and public relations, the brand encourages consumer participation through a call to action. This concise and multi-channel promotion strategy aims to drive awareness and engagement, aligning with MadeGood's commitment to a healthier, safer, and more equitable future.
- High protein bars, like those with 16 or more grams of protein, have seen a 40% growth, indicating a strong market demand. Additionally, the rising trend in allergen-free options, which saw 9% unit growth and 25% dollar growth, positions MadeGood strategically to cater to the needs of the 32 million Americans diagnosed with food allergies.

Lower end competitor- Kellogg's



- **Product:** Diverse portfolio of high-quality and innovative breakfast and snack items, catering to various consumer tastes and preferences.
- **Price:** Competitive pricing, differentiated pricing points across its product range, and strategic promotional pricing. This allows the company to balance value for consumers, target diverse market segments, and attract price-sensitive shoppers.
- **Place:** Kellogg's maximises product accessibility through a combination of direct and indirect distribution channels, ensuring global availability in over 180 countries. Efficient supply chain management, strategic partnerships, and a presence in e-commerce contribute to widespread product reach.
- **Promotion:** Kellogg's utilises a comprehensive promotional strategy, including diverse advertising channels, a strong social media presence, sponsorships/partnerships, public relations, sales promotions, in-store marketing, and loyalty programs. This multi-faceted approach reinforces brand messaging, generates awareness, and fosters consumer loyalty.

Perceived Quality



Price



Endorsing Global National Parks



WHAT

Our strategy involves donating a portion of proceedings to global national parks. This initiative focuses on the restoration, maintenance, and preservation of habitats for endangered species.

WHY

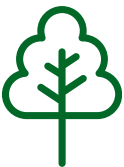
Brand Purpose: Reinforces Nature Valley's commitment to nature and underscores its role as a responsible corporate citizen.

Cultural Connection: Appeals to a diverse group of people by fostering a sense of patriotism and collective responsibility toward global environmental preservation.

HOW

Partnerships: Collaborate with established conservation organizations to ensure effective use of funds and expertise in habitat restoration.

Transparent Communication: Clearly communicate the purpose and impact of the initiative to consumers through various channels, fostering trust.



Sustainability



New Canadian Demographics



Social Welfare

Studies show how immigrant consumer behaviour is driven by acculturation which can create brand loyalty.

50% of values-driven Generation Z consumers said they almost always or often bought brands, products, or services that supported a social justice cause.

LICENSING FEE

Budget for obtaining licensing rights to feature images or logos of national parks on the packaging. This may involve negotiations with the national parks or relevant authorities.

DESIGN & PRINTING

Allocate funds for the design of the packaging that incorporates the national park imagery. This includes graphic design work, printing costs, and any specialized printing techniques for eco-friendly materials.

COST STRUCTURE

Set aside budget for marketing campaigns to promote the partnership with national parks. This can include digital advertising, social media campaigns, and collaborations with environmental influencers.

PROMOTION

Consider any legal or compliance costs associated with featuring national parks on the packaging. Ensure that all agreements and representations meet legal standards

LEGAL



Microinfluencer Marketing



What

Engage with Canadian micro-influencers across various platforms (Instagram, TikTok, YouTube, etc.) who align with Nature Valley's core values, specifically those who are known for their involvement in community and environmental initiatives, family-oriented content, and creative culinary endeavors.

Why

Authentic Engagement: More engaged and niche audiences, which can lead to higher trust and conversion rates.
Community Connection: Seen as community figures; can strengthen Nature Valley's image as a community-centric brand.
Targeted Messaging: Can help tailor Nature Valley's messaging to address key issues such as product differentiation, value communication, and the appeal to family demographics.

How

Identify influencers with engaged followers in Nature Valley's key demographic areas.
Develop Partnerships for content that promotes Nature Valley's USPs and sustainability efforts.
Encourage Creative Content around Nature Valley's campaigns that resonate with family and community life.
Drive Engagement through challenges and education on Nature Valley's eco-friendly initiatives.
Track Performance using engagement and conversion metrics to refine strategy.

Additional Points:

Timing: Align campaigns with significant shopping seasons and cultural events.
Diversity: Include a broad range of influencers to connect with Canada's multicultural populace.
Compliance: Ensure transparency in influencer partnerships to maintain trust and comply with advertising regulations.



Competing with No-Name Products

WHAT

WHY

HOW

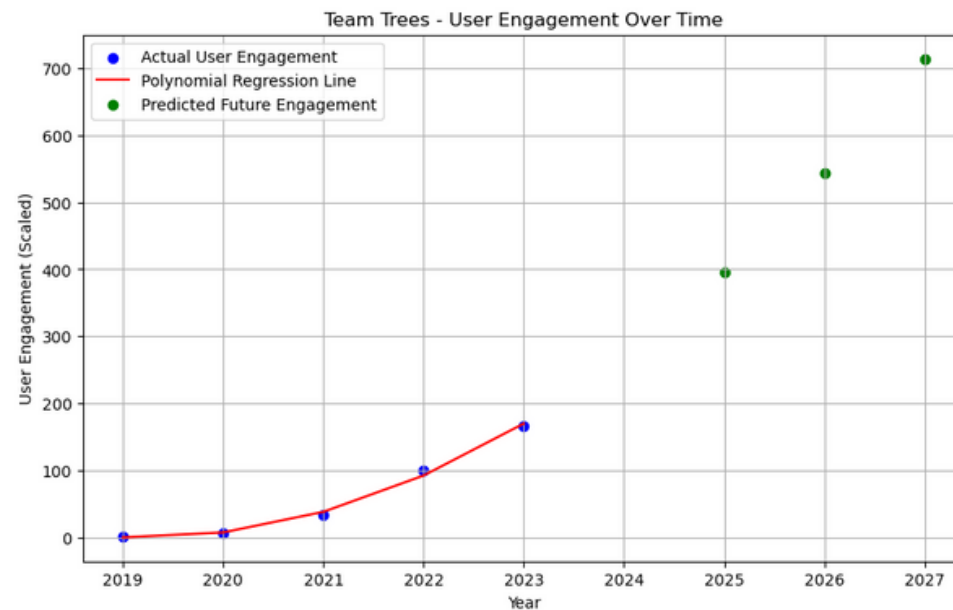
- Nature Valley can target low-end buyers through strategic marketing initiatives.
- This includes adjusting pricing strategies to offer more budget-friendly options, implementing promotions and discounts to enhance affordability, and engaging in targeted marketing campaigns that resonate with price-sensitive consumers.
- By actively addressing the economic concerns of the low-end market, Nature Valley can effectively position itself as a brand that understands and meets the evolving needs of a diverse consumer base.

- Nature Valley needs to concentrate on the low-end buyer segment due to the impact of inflation and the growing popularity of cheaper alternatives.
- Inflationary pressures affect consumer purchasing power, making affordability a top consideration.
- Cheaper alternatives, while potentially offering similar quality, present a competitive challenge that Nature Valley must address to retain and expand its market share.

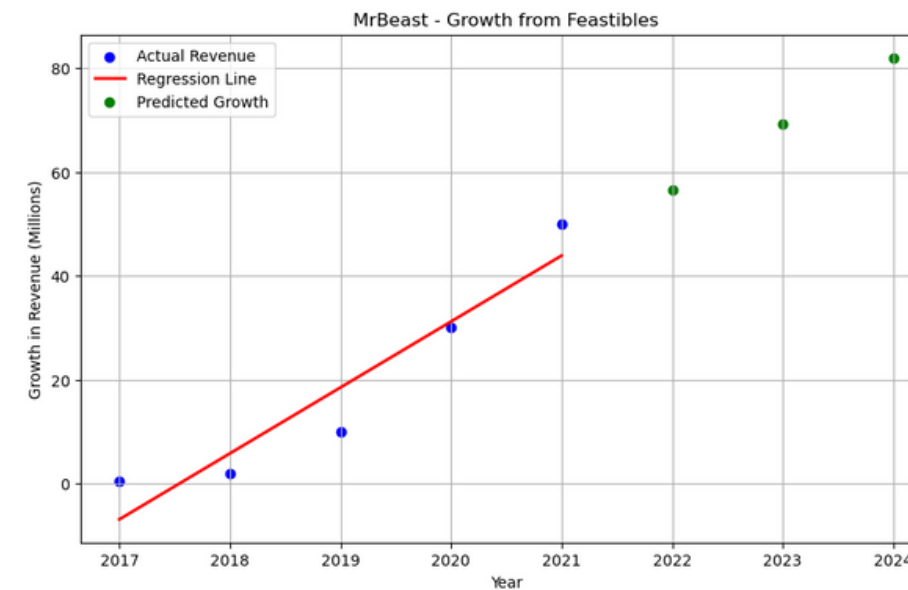
- Start by setting clear objectives, understanding customer segments, and choosing appropriate channels for communication.
- Create compelling offers such as tiered discounts, seasonal promotions, and limited-time deals.
- Utilize promo codes and coupons for tracking and analysis.
- Generate a sense of urgency to prompt immediate action and regularly monitor performance metrics.
- Clearly communicate terms and conditions, train staff if needed, and collect customer feedback for continuous improvement.

Market Retention

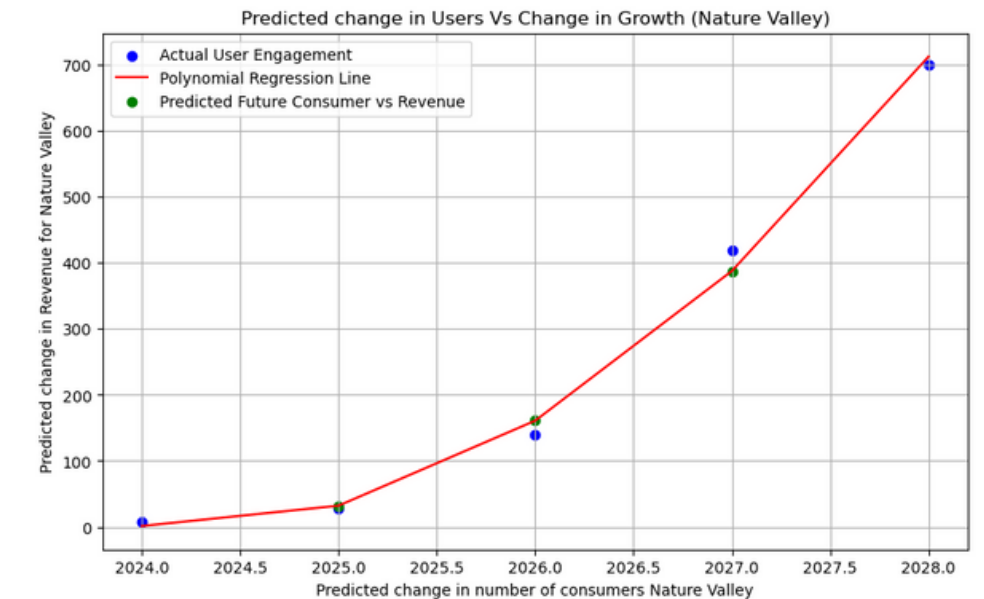
Macroinfluencer Proposition: Mr Beast



Team Trees User Engagement:
Observation: Team Trees' user engagement, assessed through polynomial regression, reveals sustained growth and impact over time. The scaled engagement data, along with future predictions, signifies the organization's enduring popularity and expanding influence.



Feastables User Engagement
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Segment Insights:
Notable revenue increases in IVNF and VNM segments signify short-term financial impact. The decision to sell the Valley Natural Meat plant indicates a proactive, forward-looking restructuring strategy.

User-Revenue Correlation:
The specific consumer numbers underscores the need to explore the relationship between user engagement and financial performance. A polynomial regression model predicting user growth against revenue changes aligns with engagement-driven revenue models for strategic planning.

Roadmap

1. National Park Endorsement

Objective: Partner with national parks to enhance brand image and appeal to eco-conscious consumers.

- Q1-Q2: Negotiate licensing rights and develop packaging with national park imagery.
- Q3: Launch marketing campaigns to promote the partnership, focusing on digital and social media platforms.
- Q4: Review compliance and legal standards; adjust campaign based on consumer and park feedback.

3. Competing with No-Name Products

Objective: Reassert Nature Valley's value proposition to budget-conscious consumers.

- Q1: Analyze market for pricing opportunities; develop budget-friendly product options.
- Q2: Implement promotional pricing and targeted campaigns in key sales channels.
- Q3: Launch limited-time offers and discounts, especially in club stores and online platforms.
- Q4: Track sales data and customer feedback; adjust pricing and promotions accordingly.

2. Micro-Influencer Marketing

Objective: Engage with niche influencers to connect with target demographics on a more personal level.

- Q1: Identify and partner with Canadian micro-influencers who share brand values.
- Q2: Launch influencer-led campaigns, emphasizing community, creativity, and sustainability.
- Q3: Introduce interactive contests and community events led by influencers.
- Q4: Measure campaign impact; refine influencer selection and content strategies.

4. Macro-Influencer Proposition: Mr Beast

Objective: Leverage a high-profile influencer to gain mass appeal and drive user engagement.

- Q1: Formalize partnership with Mr Beast; plan collaborative content around conservation.
- Q2: Integrate Mr Beast into broader marketing initiatives, like the "Team Trees" campaign.
- Q3: Use polynomial regression models to predict and enhance user engagement.
- Q4: Analyze the correlation between influencer-driven engagement and revenue changes.