

DRY HIDDEN



VALLEY RANCH





CASE COMPETITION



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Gen Z brings their own seasoning to restaurants.

We don't even make it to their kitchen.



1 in 4 Millennials and Gen Z now carry condiments with them everywhere - treating seasonings like social currency. They're snack-forward, air-fryer natives exploring 'swicy' flavor fusions on TikTok. But Hidden Valley Dry Ranch? Still positioned as your mom's salad dressing mix.

Convenience Cravers



Digital



Busy lifestyle

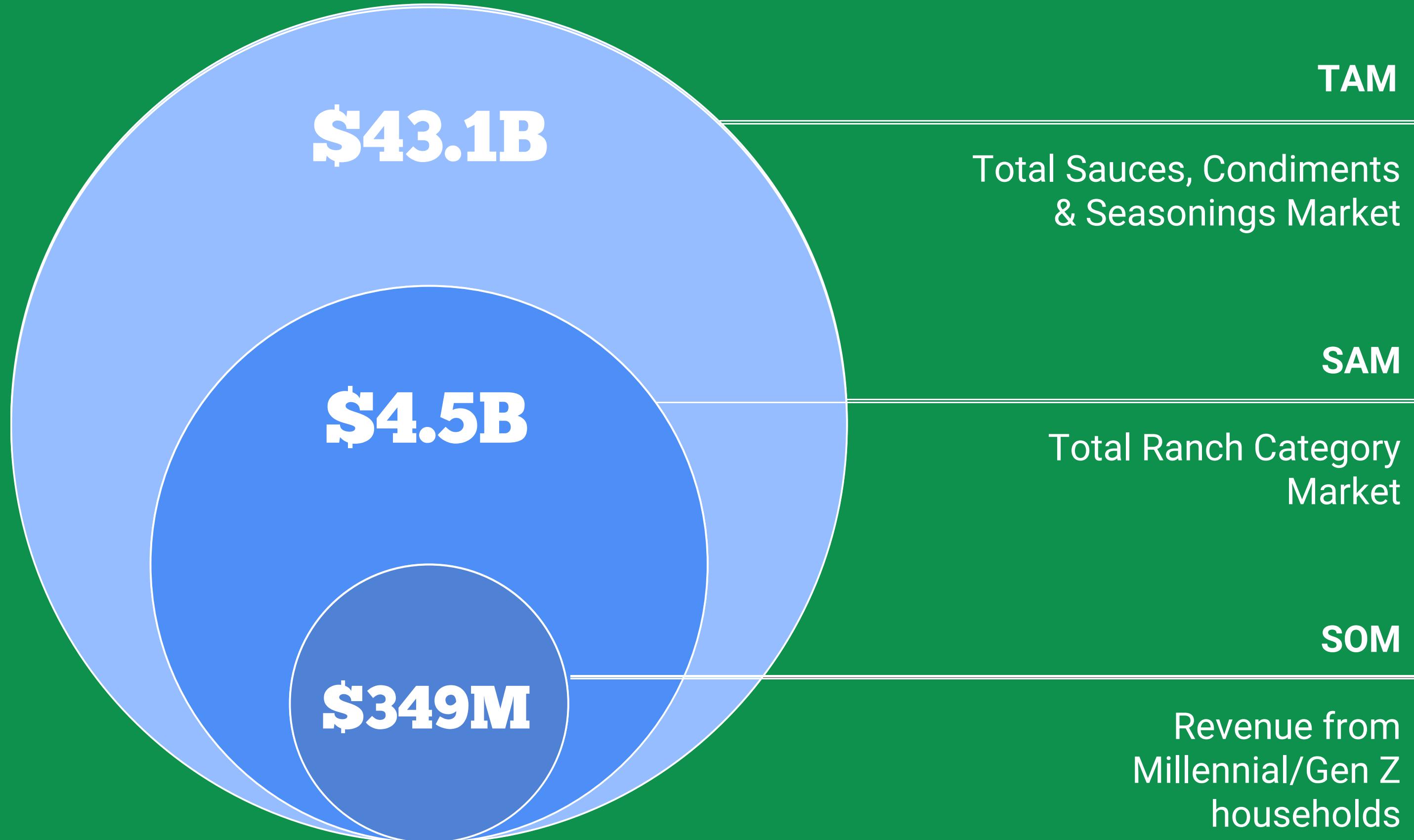


Health conscious

Positioning Statement

For snack-forward Millennials and Gen Z who crave bold, instant flavor on everything they eat, Hidden Valley Dry Ranch is the versatile seasoning that transforms any food, anywhere - from air-fried snacks to hiking trails to office lunches. Unlike competitors chasing flavor variety, we're the one authentic, healthy, convenient seasoning worth carrying everywhere.

The "Convenience Craver" Opportunity



Redesign packaging to be clearer





Placing the ranch next to snacks,
meal kits and on-the-go foods like
popcorn can promote sales



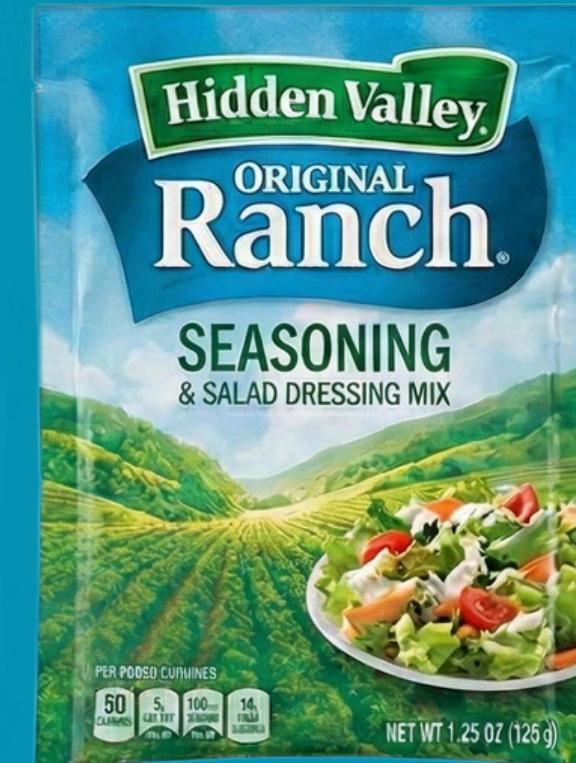
“Pocket Ranch Challenge” micro-influencer challenge



Reimagining the packaging

Smaller packets are ideal for new families and younger people to carry anywhere in pocket and use

**Current price:
\$11.49/8 oz
shaker**



\$1/1.25 oz packet



\$6/4 oz shaker



\$15/3 bottle pack

Summary of Plan

- Redesign Packaging
- New product shelf placement
- Influencer Marketing
- New and Bundle Pricing

Appendix

Metric	Value Used	Source / Citation	Notes & Methodology
TAM	**\$36.1 B**	MarkNtel Advisors(US Sauces, Dressings & Condiments Market Report, 2024)	We used the specific US market size for 2024 to ensure we are targeting total "Flavor" wallet share, not just dressing.
SAM	\$4.0 - \$4.5 B	IGA / NielsenIQ Data(Independent Grocers Alliance Category Insights)	IGA reports Ranch sales are ~\$4B annually. This aligns with Mordor Intelligence data showing Ranch holds ~21% of the total Dressing market.
SOM (Share)	70%	Case Fact(Provided in Prompt)	Hard Constraint. We accepted the case fact that Hidden Valley holds 70% share of the Dry Salad Dressing category.
Behavior	39%	HelloFresh("State of Home Cooking" Report, 2025)	The "Semi-Homemade" Proxy: The report found 39% of home cooks use "shortcuts" (mixes, pre-made sauces) weekly. This is the exact behavior of our target user.
Appliance	60%	Circana / Nestlé(Kitchen Audit Data, 2024)	Circana (formerly NPD Group) reports Air Fryer penetration is "nearly two-thirds" (~60%) in US households, validating the hardware availability for this use case.

The SOM Calculation (The Math)

The "Power User" Equation Logic: Identifying the intersection of Demographic (Youth), Behavior (Snacking), and Brand Strength (70% Share).

Step A: The Household Base

- Metric: US Households headed by Millennials or Gen Z.
- Data: 52 Million Households (~40% of US).
- Source: US Census Bureau / Statista.

Step B: The Behavior Filter

- Metric: "Snack-Forward" eaters who replace meals with snacks (e.g., air fryer wings/fries).
- Data: 60% Penetration.
- Source: Mondelez State of Snacking Report 2024 (Gen Z snacks 2x more than Boomers).
- **Target Audience:** $52M \times 60\% = 31.2$ Million Households

Step C: The Wallet Share

- Metric: Annual Spend per Household.
- Data: \$16.00 per Year (4 Units @ \$4.00 blended avg price).
- Logic: Assumes quarterly purchase frequency for seasoning usage (higher than dressing usage).

Step D: The Capture Rate

- Metric: Hidden Valley Market Share.
- Data: 70% Share (Case Fact).
- Logic: Millennials are "brand obsessed" but "search lazy." If the viral recipe says "Hidden Valley," they buy Hidden Valley. We apply our dominant category share directly.

SOM Calculation Evidence Sheet

Row	Variable	Value Used	Data Source	Evidence / Logic
1	Total US Households	131.0 M	US Census Bureau (2023/24 Estimate)	The standard baseline for US residential units.
2	Target Demographic	40%	Statista / Pew Research	Population Shift: Millennials and Gen Z now head approx. 40% of US households (~52M HHs).
3	Behavioral Filter	60%	Mondelez ("State of Snacking" Report 2024)	The "Snack Meal": 60% of this demographic prefers "many small meals" (snacking) over standard meals. This validates the high-frequency use case.
4	Addressable HHs	31.2 M	Calculation	(Row 1 × Row 2 × Row 3) = The specific number of homes that are both young and snack-forward.
5	Frequency	4 Units/Yr	Strategic Estimate	Usage Proxy: Based on "Pantry Staple" behavior (buying 1 shaker/packet quarterly). Higher than dressing (liquid) but lower than salt.
6	Unit Price	\$4.00	Retail Audit (Target, Walmart, Kroger)	Blended Average: Conservative mix of Single Packets (\$2.29) and 8oz Shakers (\$9.49). Assumes most users start small.
7	Annual Wallet Share	\$16.00	Calculation	(Row 5 × Row 6). This is the revenue value of one loyal household per year.
8	Market Share	70%	Case Fact (Provided in Prompt)	Hard Constraint: We accepted the case data that Hidden Valley holds 70% of the Dry Salad Dressing category.
9	Final SOM	\$349.4 M	Calculation	(Row 4 × Row 7 × Row 8).