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USC Marketing Case Competition – HVR 2025



Case Overview



Hidden Valley Ranch is one of Clorox's most iconic brands, and we're always looking for new ways to keep it relevant for the next generation of consumers.

While Dry Hidden Valley (DHV) is a trusted staple for older households (Gen X primarily), awareness and usage are lower among younger, more diverse consumers, many of whom primarily know Ranch in its bottled form.

These consumers are:

- **Early in their household formation** or living with roommates/partners.
- **Exploring cooking and food prep** as an expression of creativity, health, or culture.
- **Digitally native**, influenced by social media, and often discover food ideas through platforms like TikTok, YouTube, or Instagram.
- More likely to seek **flavor exploration, convenience, and better-for-you options**, but may not be as familiar with Dry Hidden Valley or how to use it.



Key Questions to Explore

- How can we position DHV to resonate with younger consumers?
- Is the opportunity around versatility, flavor exploration, or better-for-you (BFY) benefits?
- Can we uncover new usage occasions beyond our current scaled occasions in salads, bowls, and protein (e.g., snacking, breakfast, or new meal prep moments)?
- What language, visuals, or cultural cues could make DHV feel more modern and exciting to this audience?





Brand & Product Background

What it is:

Dry Hidden Valley Ranch is the flavor foundation behind America's favorite ranch dressing. It's our signature powdered blend of herbs, spices, and buttermilk that can be mixed with sour cream, mayo, or other ingredients to create dips, dressings, and marinades.

How it's used:

- Make homemade ranch dips or dressings for everyday meals or entertaining.
- Season proteins, vegetables, or snacks (e.g., ranch potatoes, popcorn, wings).
- Add flavor to recipes like casseroles, pasta bakes, or slow-cooker meals.





Brand & Product Background cont.

Where it's sold:

Available nationally in grocery, mass, and club channels typically in the salad dressing aisle.

Positioning:

While bottled Ranch is a ready-to-use condiment, DHV represents the versatile, make-it-your-own side of the brand. It's a pantry staple for cooks who want to personalize flavor and add Ranch to a wider range of dishes or want a "fresher" homemade-Ranch experience.





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Market & Category Context:

- Dry Hidden Valley holds #1 market share (70% \$ share) within the Dry Salad Dressing category.
- Dry salad dressings /dips in general are a smaller, slower-moving categories compared to sauces/dressings, but offer versatility and creativity potential.
- Seasonality: DHV performs stronger in colder months and entertaining seasons (football, holidays, gatherings).



Current Consumer Snapshot:

- **Demographics:** Skews Gen X, larger families with children (5+ member households) and rural, with an average household income ranging \$100-125K.
- **Geography:** Stronger in Midwest and South, where Ranch has high household penetration.
- **Usage:** Commonly used for dips, party dishes, and seasoned recipes – often for entertaining or family meals.
- **Perception:** Viewed as nostalgic and reliable (a lot of consumers were first introduced to DHV by their parents or family members), but not necessarily modern.



Good Luck
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Thank You!