**Ninja Kitchen**

To: Dr. Damron

From: Jordan Stidham

CC: Ninja Kitchen

Date: October 4, 2017

Re: IMC Analysis and Source Selection for Nutri Ninja Kitchen

**COMPANY OVERVIEW**

Ninja Kitchen “gives kitchens the ultimate upgrade.” Ninja Kitchen is a member of the SharkNinja Operating LLC. family, a pioneer firm in small household appliances and cleaning solutions that fit the lifestyles of busy consumers. SharkNinja started out in Montreal, Canada in 1995 but is currently located just outside of Boston in Needham, Massachusetts, a historic town home to a top ranked engineering school. The CEO of SharkNinja, Mark Rosenzweig, leads his company with passion to create highly-functional and innovative products. SharkNinja has become a leader in the houseware industry by gaining a significant share of the market. The company is among the top 5,000 fastest growing companies and has partnered with public favorites like Sofia Vergara to promote product lines. The company’s products are widely distributed through major big-box retailers and specialty stores, as well as through its websites.

**PRODUCT, MARKET, AND POSITIONING**

Ninja Kitchen’s product mix includes, but is not limited to, a variety of different blenders and coffee makers. The types of blenders include Intelli-Sense Blender and Processing systems, Ninja Chef Blenders, and our focus, the Nutri Ninja Blending system. The Nutri Ninja blenders boast features in both power and performance by being able to break down a variety of fruits and vegetables, unpeeled, into a simple and fast nutritious beverage. The Auto-IQ can enable the user to have smart presets and guarantee smooth and consistent results, with no stirring or guesswork necessary to achieve optimal results. This technology combined with the Ninja Pro Extractor blades, with single serve, on-the-go cups serve a broad variety of target markets, making the Nutri Ninja a prime choice in the blender market. This product targets health and fitness advocates, on-the-go consumers, and consumers that seek a highly efficient, technologically advanced blender with multiple features at a cost friendly price. Compared to the existing competition, this product clearly articulates its differences amongst the competition allowing it to establish a credibility of a reliable and savvy product that many consumers would seek to have. In association of credibility, Ninja Kitchen has won an award of Walmart supplier of the year for its second consecutive year. Demographically, Nutri Ninja appeals to the family and income segment, geographically is available to anyone worldwide, and the physiographic appeals to the multiple facets of anyone’s lifestyle, allowing this product to be positioned in any big box or small local retail setting and be able to sell easily.

**PROMOTIONS MIX**

The way that Ninja Kitchen has grown in the past couple of years is by utilizing different elements of the promotional mix. When looking at advertising by Ninja Kitchen, the company uses TV commercials to get their message across to their target market. Another way they use the promotional mix is with multichannel retailing in which they sell their products through multiple distribution channels. On the Ninja Kitchen website, links to their social media accounts are available so the target market can see how great the products are and get recipes to use with their products, on Facebook the company utilizes “#chilllikeaninja” to promote both the blender and encourage consumers to experiment new drink recipes with the blender. On Twitter, Ninja Kitchen frequently retweets users when they mention how much they like their Nutri Kitchen blenders. Like most companies, Ninja Kitchen uses sales promotions which help lower the retail price so the target market can better afford the products. Ninja Kitchen also uses sweepstakes, Groupon, and a website called RetailMeNot to help consumers find discounts on Ninja Kitchen products. The publicity for Ninja Kitchen is generally from reviewers and how they either really enjoy the Ninja products or dislike them. The magazine Entrepreneur gave some good publicity for the company by giving positive feedback. All of the forms of promotions that come from the company SharkNinja is from O’Malley Communications. They run all the social media, consumer marketing, influencer outreach programs, and corporate reputation program.

**CONCLUSION**

In conclusion, the Ninja Kitchen brand is well-known and reputable around the country. Ninja Kitchen has a broad range of products in its product mix. Within this product mix, Ninja Kitchen uses a well-defined promotional mix in order to successfully rise above the competition of kitchen blenders. This includes, but is not limited to, sweepstakes, TV commercials, and social media. In the ads I reviewed, Ninja Kitchen used sources in ways of attractiveness and credibility. In many ways, these sources resonate with consumers because Ninja Kitchen uses real consumers or models that customers want to be more like. The IMC program for Ninja Kitchen is successful as all of the promotions used benefit the brand as a whole. Consumers can find Ninja Kitchen to be active in every part of the promotions mix, albeit more active in some than others. Ninja Kitchen accurately portrays its brand image throughout the promotions mix.