

Pillsbury Cookie Challenge

Course: **Marketing Analytics**

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Q1. What Are Consumer Insights?

Consumer insights reveal the deeper motivations and attitudes behind consumer behavior. They help brands understand not just what consumers do, but why they do it. These insights guide strategic decisions across product development, marketing, and customer experience. Business challenges like declining sales, weak brand affinity, or poor campaign performance benefit greatly from accurate insights.

Insights are gathered through both qualitative and quantitative methods. In this case, Pillsbury used focus groups and a Usage and Attitude (U and A) study to gather relevant data. This revealed how Canadian consumers felt about baking, convenience, and the Pillsbury brand.

Q2. What Did the U and A Study Reveal?

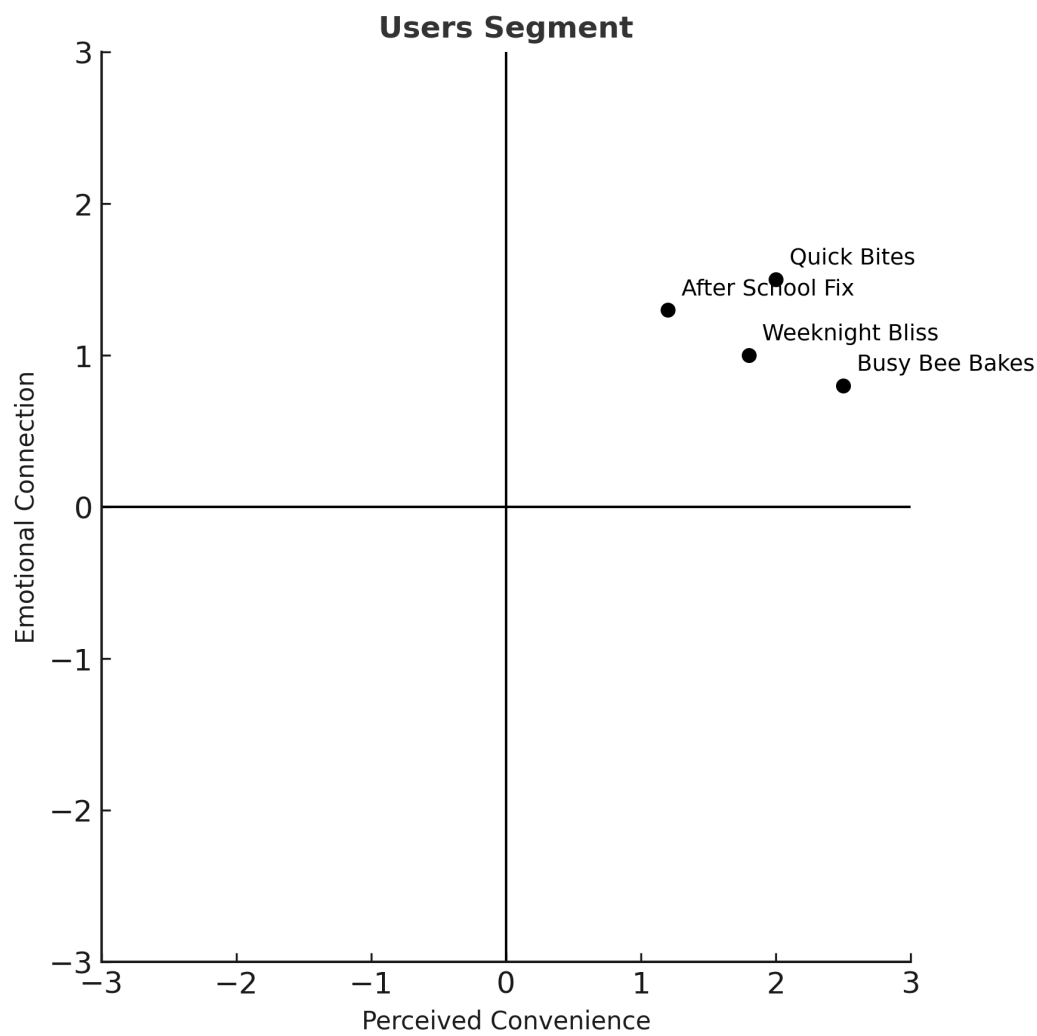
The U and A study helped Pillsbury understand three main segments: Users, Lapsed Users, and Non-Users. The study showed that while Pillsbury was seen as convenient, it lacked emotional connection in the Canadian market. For many moms, baking is about expressing care and creativity. Lapsed users once enjoyed the product but shifted back to scratch baking. Non-users viewed ready-to-bake dough as less authentic.

The implication: Pillsbury's messaging needs to evolve. It must be emotionally resonant and culturally adapted for Canadian families, moving beyond convenience to create shared moments.

Q3. Perceptual Maps by Segment

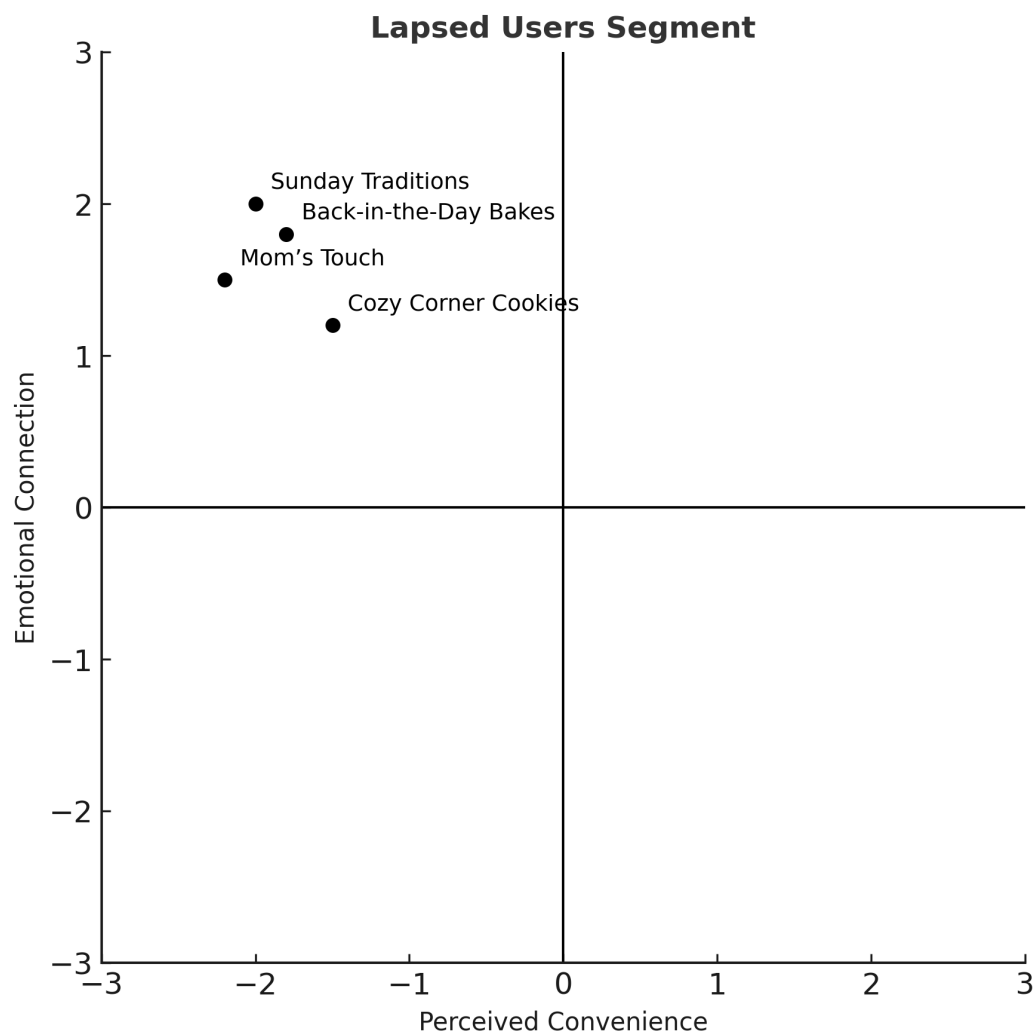
Each perceptual map shows where Pillsbury and other cookie perceptions fall across two key dimensions: Perceived Convenience and Emotional Connection. These maps are built based on insights from the U and A study and tailored to each consumer group.

Users Segment



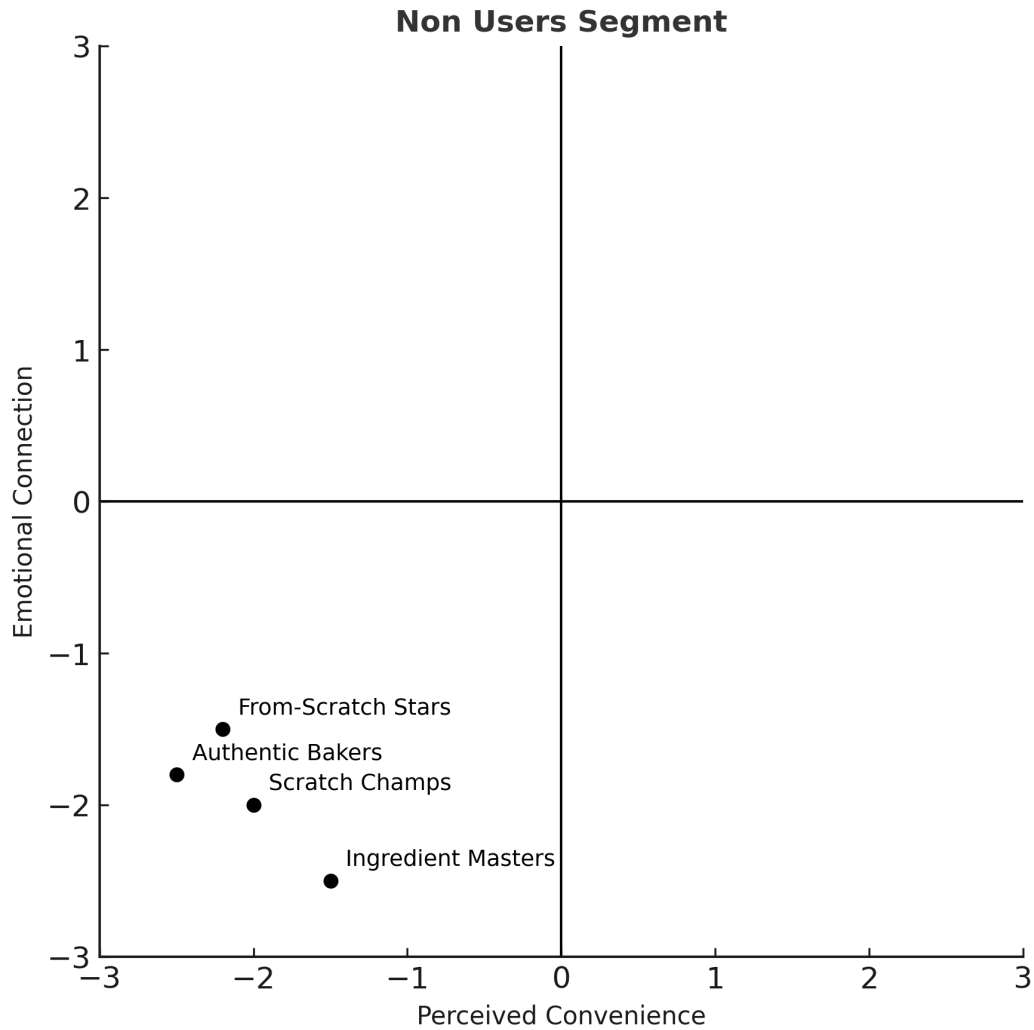
Users perceive Pillsbury as high in convenience and moderately emotional. Cookie names like 'Quick Bites' and 'Weeknight Bliss' reflect their appreciation for ease and routine. However, increasing emotional cues like nostalgia and bonding can further strengthen brand loyalty.

Lapsed Users Segment



Lapsed users place emotional value on baking but associate it more with scratch traditions. Cookies like 'Sunday Traditions' and 'Mom's Touch' dominate. This group needs reminders that Pillsbury can supportnot replacethe sentimental aspects of baking.

Non-Users Segment



Non-users see Pillsbury as low in both convenience and emotion. Labels like 'Scratch Champs' and 'Ingredient Masters' show a strong preference for homemade baking. To reach them, Pillsbury should reframe itself as a creative tool, offering flexibility and authenticity rather than a shortcut.

Strategic Recommendations

Current Users – Strengthen Loyalty

Focus on everyday moments like after-school baking or relaxing weekends. Position Pillsbury as the warm, familiar go-to option for casual comfort.

Offer personalized recipe inspiration through QR codes on packaging or app-based content. Encourage users to share their cookie creations on social media to build brand advocacy.

Introduce themed baking months with fun ideas for families, especially parents and kids. Make baking feel like a shared tradition.

Lapsed Users – Reignite Engagement

Remind them of what they loved. Use nostalgic marketing that connects to emotional memories, especially during holiday seasons.

Collaborate with grocery stores to offer bundled kits with toppings and themed packaging that encourage rediscovery in a fun, low-effort way.

Use loyalty card data to send tailored discounts and reminders during key moments like fall or back-to-school shopping.

Non-Users – Change Perception

Reframe the brand as a shortcut for creativity rather than a ready-made compromise. Emphasize how Pillsbury dough can be personalized and made unique.

Work with influencers who focus on baking hacks and personalized decorating to showcase how easy and rewarding it can be.

Make the brand feel Canadian. Include bilingual packaging, diverse representation in advertising, and flavors that connect with local tastes.

Focus on storytelling that connects baking to family, memories, and care. Highlight moments of bonding through baking rather than product benefits.

Localized Campaigns

Use local influencers, French-English packaging, and family-oriented themes to make Pillsbury feel more Canadian.

Reconnect with Lapsed Users

Reintroduce limited-edition seasonal products. Trigger nostalgia with targeted digital ads and emails.

Inspire Non-Users Creatively

Offer step-by-step creative recipes to help scratch bakers feel ownership over the final product.

Conclusion

The real challenge for Pillsbury in Canada isn't product quality it's emotional relevance. The U and A study uncovered the importance of cultural and emotional cues in baking. Pillsbury needs to evolve from being just convenient to being meaningful. With the right emotional positioning, local storytelling, and user-specific strategies, Pillsbury can win back hearts and cookie sheets.

References

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