



Situation
Analysis



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overview

Company Analysis
Product Analysis
Company Strategy
Industry Analysis
Competitor Analysis
Consumer Profile
SWOT Analysis
Conclusion
Looking Forward

(or everything
you ever
wanted to
know about
salad dressing)





It started as a joke and got out of control

– Paul Newman



COMPANY



company



company

“Our mission is to make great-tasting, high-quality food and continue Paul Newman’s legacy of donating all profits to charity.”



company



company



company

*Newman's Own
Foundation uses
the power of
giving to help
transform lives
and nourish the
common good.*

NEWMAN'S OWN[®]
FOUNDATION



company

CORE VALUES

Common Purpose

Trust & Respect

Freedom to Dream

Serious Fun

Quality



company



company

Supported Organizations

- Nutrition Cohort
- Camp Korey
- Connecticut Council for Philanthropy
- Connecticut Veterans Legal Center
- Dynamo Academy
- Edible Schoolyard New Orleans
- Edible Schoolyard NYC
- Fair Food Network
- Farmer Veteran Coalition
- Flying Horse Farms
- FoodCorps
- Green Chimneys
- National Alliance for Hispanic Health
- National Farm to School network
- Net Impact
- Partnership with Native Americans
- Roundup River Ranch
- Safe Water Network
- SeriousFun Children's Network
- Service Women's Action Network
- Shining Hope for Communities
- The Discovery Center
- The Food Trust
- Tufts Friedman School of Nutrition Science and Policy
- Victory Junction
- Wellness in the Schools
- Wholesome Wave



company

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company

\$450,000,000+

Foundation's donations since 1982



PRODUCT



product



product



product



product



What does it really mean?

LOIOTE



What does it really mean?

O R G A N I C



What does it really mean?

A L L

N A T U R A L



Nothing.



STRATEGY



strategy

product
launch



strategy

"product labels"
approach



strategy



"Let the food speak for itself"



"I stretch, I crunch...
I have to work hard
to be this thin."

With Newman's Own® frozen pizzas, enjoy all-natural toppings, real mozzarella and extra-crispy crust in just 10 minutes. And because they're made without shortcuts or compromises, we can **Let the food speak for itself.**



© 2010 Newman's Own Inc.
All Profits To Charity. Newman's Own Foundation continues Paul Newman's commitment to donate all profits to charity. Over \$300 million has been given to thousands of charities since 1982. Learn more about our mission at www.newmansownfoundation.org.



strategy

brand equity and
positioning

What could be better than to hold your hand out to
people who are less fortunate than you are?
– Paul Newman



strategy

76%

of consumers would rather buy a product that
supports a charity over one that does not.



keeping up with the
industry trends



INDUSTRY



industry

The salad dressing
market share is worth:

\$2.6 Billion



industry

The salad dressing segment fits into a much larger industry with **condiments** and **sauces**.



industry

2015-2019 Total
Sales Estimate



4%



industry

2015-2019 total
estimated sales
when adjusted
for inflation

70%



industry

Salad isn't the problem.



17%

since 2010



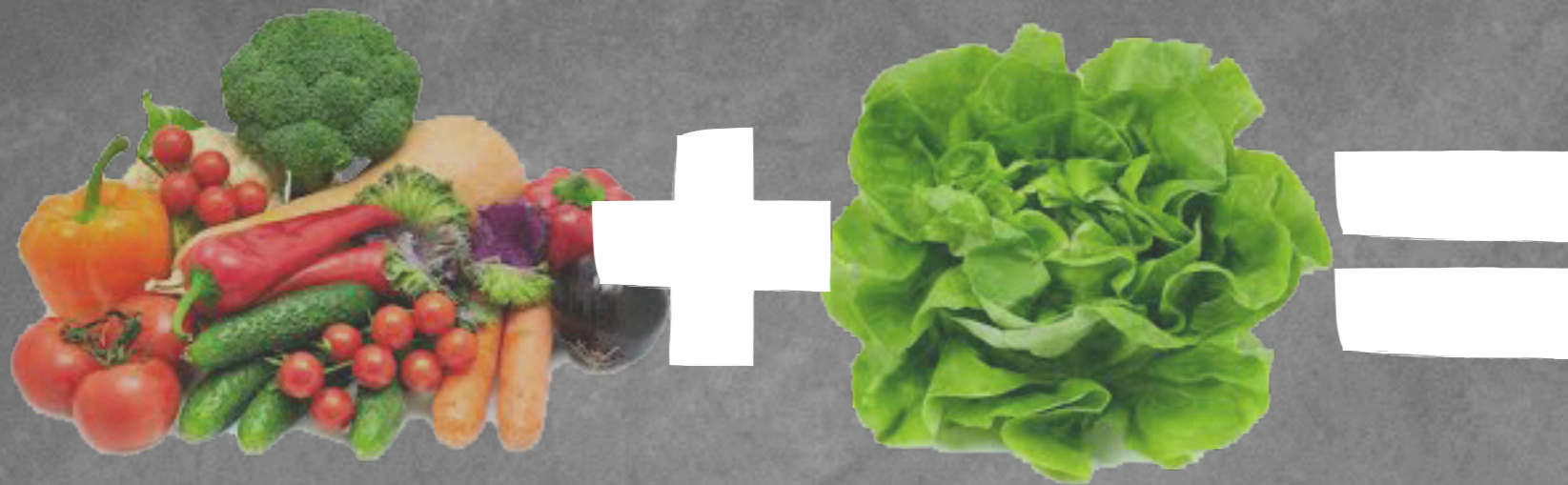
43%

since 2010



industry

Salad isn't the problem.



18% vegetable
market growth
since 2010;
90% of vegetables
market



industry

Organic
Ingredients



Artificial
Ingredients



industry

Premium Brands

- Highest Prices
- Makes up for it with quality organic ingredients



Mid-level Brands

- This is the middle ground on price and ingredient quality.
- It seems that some customers would rather pick an extreme than settle in the middle.



Store Brands

- Lowest Prices
- Purchased by the consumers that think all dressings are the same or would rather save money.



industry

40%

Ranch is the choice of consumers for nearly 40% of their salad dressing consumption opportunities.

*The average American eats salad dressing about **38 times** per year. Ranch holds double the share of dollars and units of the next most popular dressing.*



industry



Ranch is becoming healthier.



Let's try some salad dressing!



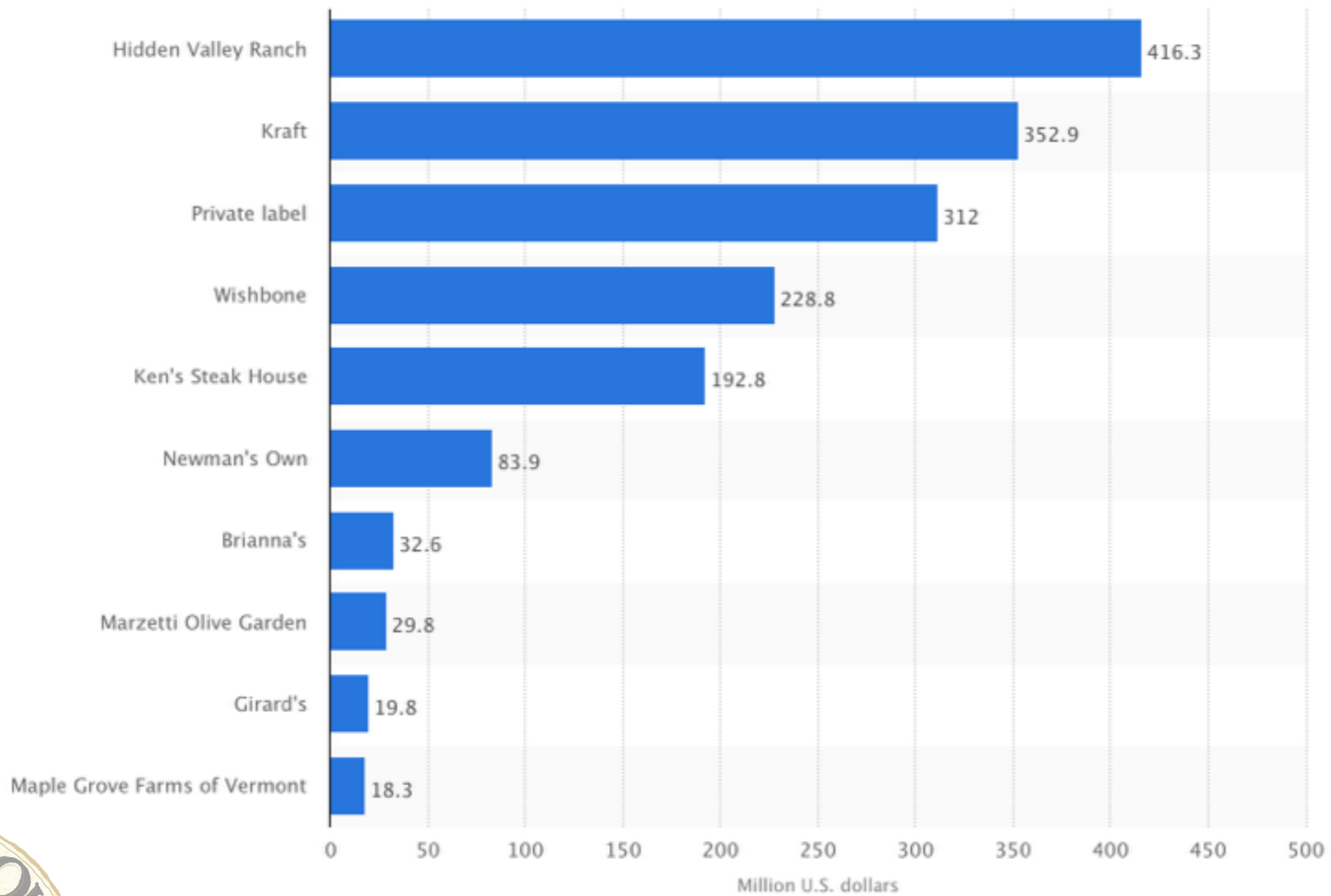
Newman's Own
Hidden Valley
Great Value



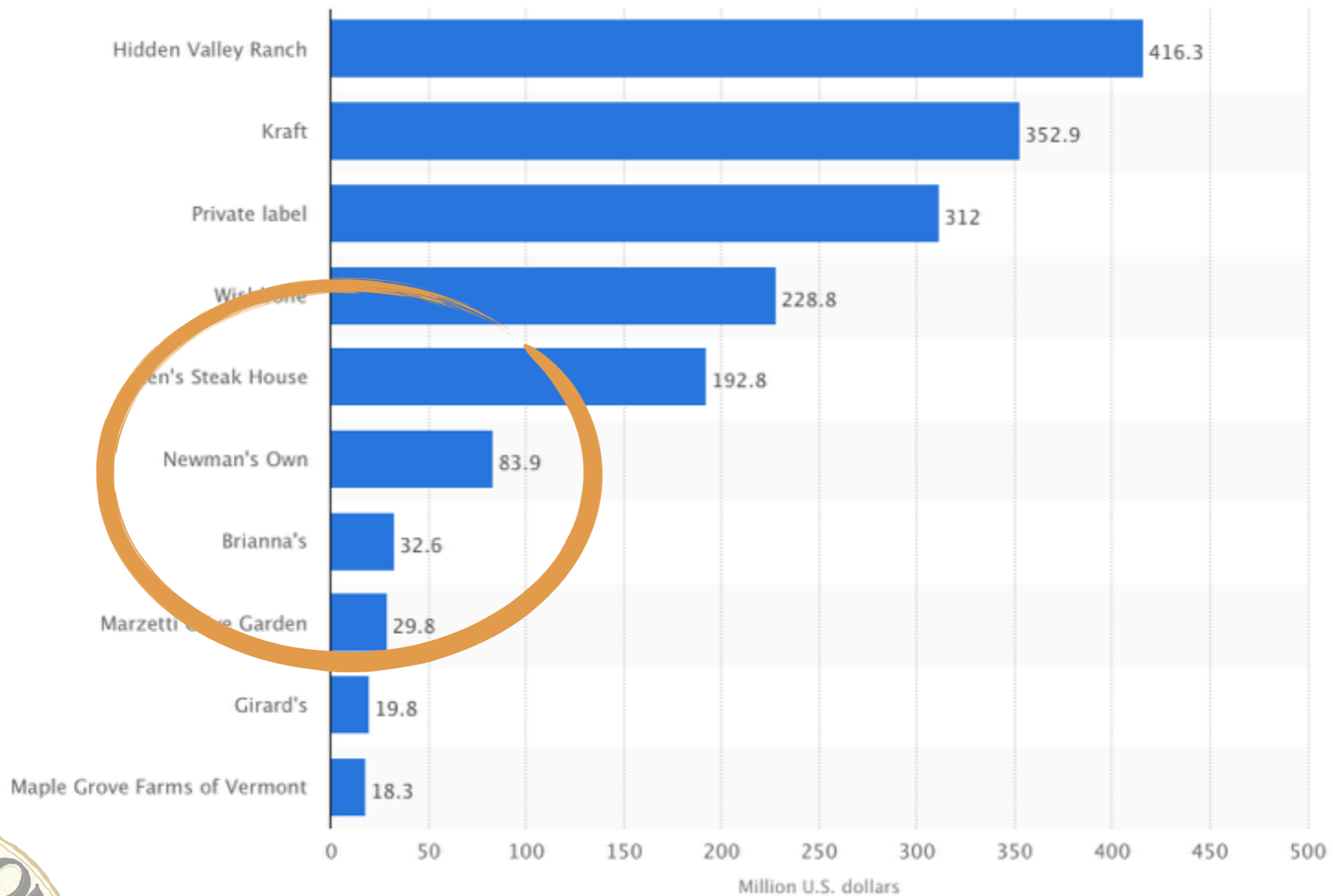
COMPETITION



competition



competition



competition

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competition



competition prices

\$1.98



\$2.00



\$2.36



\$2.98



\$3.28



**16 ounce bottle Walmart prices*

competition prices

\$1.98



\$2.00



\$2.36



\$2.98



\$3.28



1



5



**16 ounce bottle Walmart prices*

competition advertising



competition advertising



competition advertising



“**DELICIOUS NEWS: WISH-BONE® HELPS YOU ABSORB MORE OF THE VITAMINS IN YOUR SALAD.**”

The nutritious oils in Wish-Bone® help the body better absorb the antioxidants vitamins A and E from salad.* So a splash of Wish-Bone® dressing doesn't just add great flavor, it helps you get more of the goodness from your salad. Can a dressing really do that? The oils in Wish-Bone® can.

Visit wish-bone.com to learn more about Tyler and find out how to make nutritious salads.

Tyler Florence
Tyler Florence, Chef, Television Host and Restaurateur



competition advertising

KEN'S

BYE-BYE
BLAND



CONSUMER



CONSUMER
current target



consumer
opportunity market



"Show &
Tell Do
Gooders"



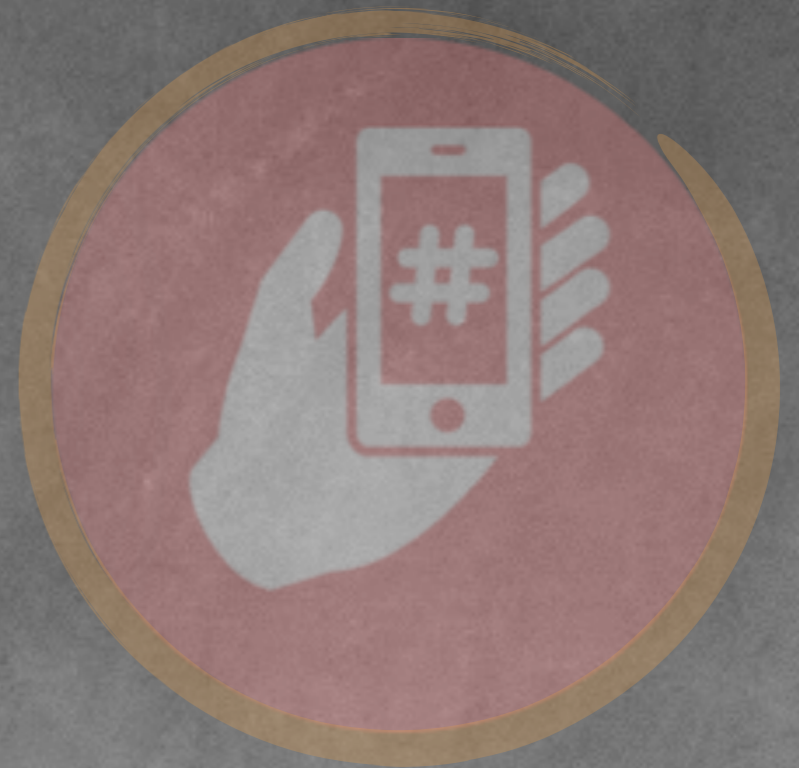
consumer key findings



Connection



Do-gooders



Media Usage



consumer key findings



Connection



Do-gooders



Media Usage



consumer key findings



Connection



Do-gooders



Media Usage



S W O T

analysis





strengths

100% profits to charity

health conscious ingredients

Paul Newman's brand relationship

company partnerships





weaknesses

Lack of knowledge/context about Paul Newman

Little advertising efforts

behind in market sales





opportunities

health market

multipurpose component

customization

cause marketing





opportunities



& Paul Newman Education





Threats

popularity of ranch

Hidden Valley, Kraft, Wishbone, Ken's
Steak House, and private labels ahead
in sales

stagnant salad dressing category



recommendations

1

Increase **cause**
marketing



recommendations

2. Align with
consumer trends



Looking forward

Why are people eating **more** salad
and **less** salad dressing?

What are the **buying habits** of the
salad dressing consumer?

What does our target actually
think about salad dressing?



Thank you!
Questions?

