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## Hypothesis

Mickey's Mustard has the potential to grow sales in both main regions of Texas and its place of origin, Ohio, by increasing awareness through different channels that include social media, word of mouth, and in store advertising, and seasonal events where mustard is highly present.

## Sources

- **Primary research:** Our research process consisted of a survey that asked questions in regards to how people buy mustard and why. This survey was conducted amongst six big on campus organizations at Stephen F. Austin State University that were made up of students with different social backgrounds, which provided our team with diverse insights about how people buy mustard. It also included a phone interview with the owner of Mickey's Mustard, and a first hand observation of the product in class.
- **Secondary research:** Our research also included insights obtained from the products website; Mickey's Mustard social media accounts, and online statistics and data portals regarding mustard sales and uses.

## Findings

Thanks to our research we were able to find that most consumers of mustard are parents (Gen Xers) with families. These families buy mustard to prepare their favorite family recipes at home and enjoy consuming mustard during family friendly events such as sports, carnivals, and cookouts. We also found that parents (Gen Xers) tend to have a busy life style due to work and taking care of their loved ones. Our idea for this campaign focuses on updating Mickey's Mustard's website to cater more towards the Gen X Population, create an app that will save time and provide new information about the product to the busy Gen X population, provide future locations on social media to track any new events where Mickey's Mustard will be present, and create a "Mickey's Box" to allow the busy Gen X population to order online and customize a box that will include the product, Mickey's Mustard, and other items such as crackers and bite size snacks.

### The number of Males and Females who took our survey:

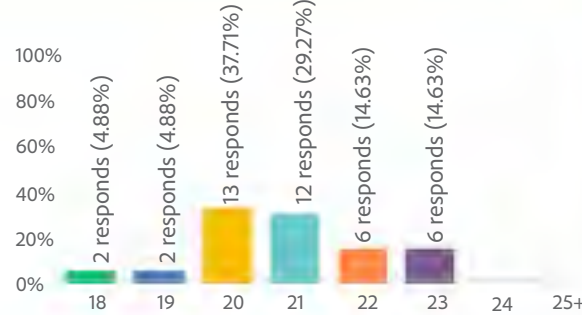
Female: 27 responds (64.29% of the total responses)  
 Male: 15 responds (36.59% of the total responses)  
 Total: 42 responses



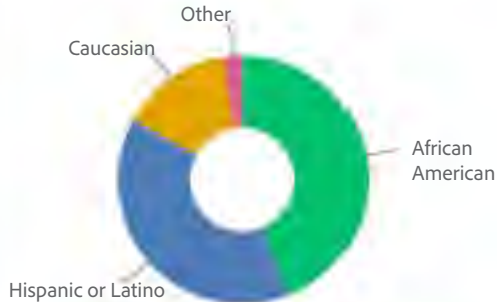
Reviews obtained from: Influencer.com, a product review site.

### Age demographics of our survey

Ages tested:  
 18 years - 25 +  
 Most Responses:  
 20 years - 21 years



### Race demographics of our survey



Ethnic groups who responded (In Texas):  
 African American: 18 responded (43.90% of the total responses)  
 Hispanic or Latino: 16 responded (39.02% of the total responses)  
 Caucasian: 6 responded (14.63% of the total responses)  
 Other: 1 response - mixed race. (2.44% of the total responses)  
 We want our big idea to be inclusive to all people to create more opportunities in the market. The graph reflects the diverse community and country that we live in.

### Survey Results: What Mustard Brand do you buy and why?

**French's:**  
 14 people said they buy this brand and share a **common reason:**  
 Parents buy it, family buys it, I grew up with this brand, wide variety.  
 Thus, French's has strong brand equity because it has been with American families for a long time and has won the trust of Americans. This results in a domino effect. Kids see their parents buy this brand, so they will buy it as well for their kids.

**Heinz:**  
 11 people said they buy this brand and share a **common reason:**  
 Quality brand, it's a common brand, it's a family tradition. Thus, Heinz has a good brand perception amongst it's customers and meets their flavor expectations.

**Store Brands (Great Value):**  
 7 people responded they buy store brands (Great Value). The **main reasons were:**  
 Its budget friendly, an it's the same product for less. Thus, store brands are super economical and offer the same product as top name brands do.

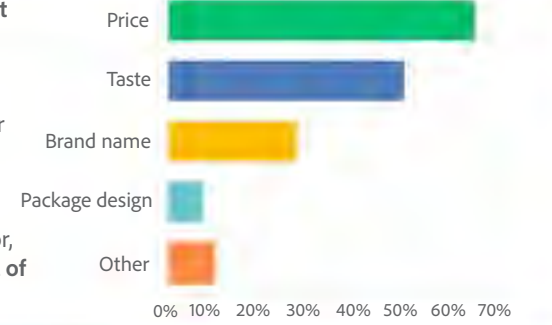
### Secondary Research: Online Reviews - insights on why Consumers buy certain mustard brands.

Online reviews had many similar reasons as our survey results did as to why people buy mustard:

- French's: "A family brand"
- Heinz: "Good flavor enhancer"
- Store brand: "Low price"

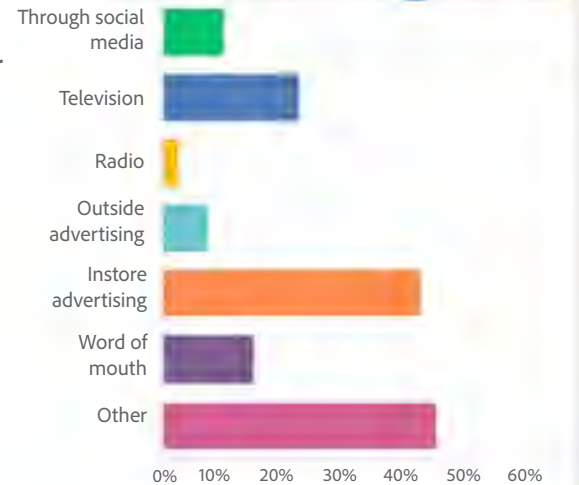
### Our survey asked the participants what qualities they look for when buying mustard.

The results revealed that people look for price, taste, and brand name.  
 Conclusion: Our data reinforces the idea that people who buy mustard seek the following qualities: good branding, flavor, and price, and **Mickey's Mustard has all of these qualities.**



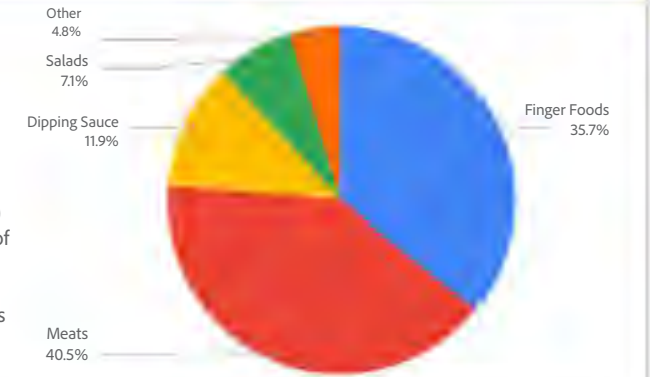
### Survey Results: In what media channels do you hear about mustard brands?

**Top answers:**  
**Other:** people who answered "other" see their parents and family purchase their name brand, which works as a form of advertising.  
**Other responses were:**  
**In-Store advertising** and **Television.**  
 This survey provides clues on how to successfully promote Mickey's Mustard, and target the American Families.



### Survey Results: What foods do you pair mustard with?

Most people said they pair mustard with:  
**Meats** (40.5% of the responses)  
**Finger foods** (35.7% of the responses)  
 And use it as a **dipping sauce**. (11.9% of the responses).  
 The survey results provide us with ideas on what other products Mickey's Mustard can be paired with.



### Survey Results: How Many People Have Heard of Mickey's Mustard?

According to our survey, only one person has heard of Mickey's Mustard, which may reflect the lack of product advertising and the lack of accessibility of the product to the public.

