



## **Peter Pan Marketing Plan**

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Consumer Behavior  
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## Executive Summary

ConAgra Foods produces Peter Pan peanut butter. We chose to investigate this brand due to its road to recovery following a highly publicized 2007 salmonella outbreak originating from a factory in Sylvester, GA. ConAgra was forced to produce a full blown marketing campaign for the product after the outbreak. They salvaged the brand and brought it back to the standing it was in prior to the outbreak. Sales in recent years have leveled off, but there are things that ConAgra should be doing with regard to their marketing strategy to take Peter Pan out of mediocrity, further away from the incident, and make it competitive with brand leaders like Jif and Skippy once again. This paper explains how Peter Pan should go about this new strategy.

In order to do this, we have analyzed which key elements in consumer behavior have caused the brand's struggle. We have analyzed the competition and why they hold a stronger market presence than Peter Pan. The current target market has been analyzed along with the current and future product positioning strategies. The product, price, place, and promotional strategies have been analyzed in depth along with what changes should be made to keep this brand in better competition with the market leaders. While writing this report, we have used a variety of sources including personal experiences to give the most well rounded analyses possible.

Our research led us to find that the chosen target market has a high enough disposable income to continue purchasing Peter Pan at its current price. We did not find that the pricing strategy was affecting the brand's struggle. Following the implementation of this marketing strategy, we can reevaluate. If sales and brand awareness continue to plateau, the pricing strategy can be investigated more.

We aimed to develop a marketing strategy to propel ConAgra Foods and the Peter Pan brand into the future. Although the incident of outbreak was an important step to overcome, the brand's marketing strategy in the year following regained most of what was lost.<sup>1</sup> We realize that this brand has the potential to be known for much more. ConAgra has been unable to expose this brand to the public eye in recent years. Our group has chosen to reintroduce the brand to help fulfill its true potential and regain market share.

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<sup>1</sup> [http://www.soyatech.com/news\\_story.php?id=1858](http://www.soyatech.com/news_story.php?id=1858)

## **Introduction**

ConAgra Foods (ConAgra) manufactures Peter Pan peanut butter. ConAgra is one of North America's largest packaged food companies. The company offers a variety of brands available in supermarkets, as well as a commercial foods business serving restaurants, and foodservice operations around the world. Founded in 1919 and headquartered in Omaha, NE, the company employs about 32,800 people in three reporting segments: consumer foods, commercial foods and private brands. The grocery section within the consumer foods segment is the company's industry-relevant segment.

Peter Pan was introduced in 1920. Peter Pan Peanut Butter is sold in a number of varieties: Original Creamy, Original Crunchy, Honey Roast Creamy, Honey Roast Crunchy, Reduced-Fat Creamy, Reduced-Fat Crunchy, Whipped Creamy, Plus Creamy (with added vitamins and minerals), Natural Creamy, Natural Crunchy, Natural Honey Roast Creamy, Simply Ground Original, and Simply Ground Honey Roast. Current consumers of the product tend to be an older demographic. The brand itself is struggling with exposure in recent years, despite a spike of market presence in the wake of the 2007 salmonella outbreak. The competition is currently blowing Peter Pan away although ConAgra marketing executives still appear to be treading lightly. The product itself is exceptional and brings about an aura of nostalgia that should be kept. Peter Pan should focus on bringing brand awareness to a slightly bigger target market. However, Peter Pan should be careful not to expand the target market by too much so that any added marketing tactics are diluted among a large population.

## **Consumer Analysis**

After completing the consumer analysis template (Appendix A), we have identified key elements of consumer behavior that is directly responsible for Peter Pan's struggle. The main factors that appear to be contributing to the problem deal mostly with the brand's exposure to the market and the market's ability to remember a Peter Pan as a peanut butter brand in the first place.

### Exposure

The brand's perception, interpretation, and attitude stood out as major struggles. The target market for Peter Pan peanut butter does not get enough exposure. A significant lack of marketing presence drastically affects Peter Pan's reputation. Jif and Skippy are Peter Pan's main competitors and both brands do a great job at marketing their products. Jif, in particular, does an exceptional job at getting their products out there for consumers to be exposed to. There is a reason why Jif is ranked the number one peanut butter brand, and it does not have to do with the taste. Their media presence is astonishing for a product as simple as peanut butter. Because Jif and Skippy have such marketing presence, Peter Pan is often overshadowed. It can become quite difficult for Peter Pan to communicate its message to the target market due to its competitor's high exposure. The only time Peter Pan ever appeared to care about the exposure of their brand was during the 2007 salmonella outbreak that led to the contamination and eventual recall of

almost three years worth of peanut butter. After that incident, there were some negative associations with the brand. The decrease in sales forced Peter Pan to recognize the issue that needed to be overcome in order to continue proceeding with business.

## Memory

Another major reason that Peter Pan's brand struggles is due to the fact that people often forget Peter Pan even makes peanut butter. The memory association is not there for most people. It has not been in the spotlight for consumers. While the salmonella outbreak impacted their sales even further, Peter Pan attempted to combat this negative association with the introduction of Simply Ground peanut butters. They're refocused their brand to be natural and healthy in the hopes that it would take some attention off of the outbreak. However, due to lack of marketing and exposure, these products are failing to take off even in the presence of a new and increasingly aware market for healthy products.

## Information

Information is yet another problem related to Peter Pan peanut butter. With peanut butter, the market bases their attitude on cognitive information processing, and also deals with peripheral consumption to the top two brands (Jif and Skippy). They recognize the labels in the stores and quickly choose them. Due to the fact that peanut butter is not a high value product, they do not have an extensive decision-making process and information search. The only place that Peter Pan's brand and product information can be found is on their website. Because of the consumer's lack of motivation to research something as trivial as peanut butter, they are not going to seek out the website. They will choose the brand that they recognize the most. This will most likely end up as a Jif or Skippy choice before even thinking to purchase Peter Pan's peanut butter. Unlike the leading competitors, Peter Pan has continued to struggle with consumer access to brand information. Because the name Peter Pan is associated with the book, Disney movie and cartoon character, even when searched on the Internet, Peter Pan peanut butter is overshadowed by a fictional character.

In conclusion, Peter Pan's struggle is based mostly on the lack of exposure. If brand marketed itself more, people would recognize the brand and potentially consider buying it. With more successful marketing, Peter Pan will have the opportunity to capture some of Jif and Skippy's customers and gain a larger market share. They would acknowledge that Peter Pan is a good peanut butter brand that gives them options to branch out from buying just Jif or Skippy.

## **Target Market and Positioning**

### Current Target Market

Currently, Peter Pan does not have a specific and narrow target market. Peanut butter is found in 75% of US homes.<sup>2</sup> Almost every market segment could be included for a product like peanut butter. This makes it important to focus on one in order to advance the brand. The brand has “Commitment to Quality” as one tagline and emphasizes the peanut butter’s natural, wholesome ingredients. However these characteristics could appeal to anyone. The brand’s most recent video advertisement from 2015 emphasizes the company’s safety measures and level of trust. The first line states “We make sure we make it right the first time.”<sup>3</sup> The marketing strategy of the past eight years has been a direct response to the recalls. While these have been vital messages for Peter Pan to convey, it is now time to move on. Peter Pan needs to target its key consumers as sales have met what they were before the recall.

### New Target Market

Older Caucasian consumers with a median income currently make up Peter Pan’s consumer base. According to InfoScout.com, nearly 60% of its buyers are 40+ years old. Peter Pan is older than both of its main competitors, Skippy and Jif. The majority of its consumer base has been buying it since its inception in 1920. These consumers’ children and grandchildren view it as the peanut butter that their mother/grandmother always has in her pantry. Peter Pan needs to narrow its target market for the reintroduction stage. It should target these elderly consumers. Their immediate families could eventually follow in suit and buy Peter Pan products. Additionally, this segment does not self-monitor as much as others. They do not care what other think of them or their buying decisions. They will buy Peter Pan even if it isn’t as “trendy” or novel as the Jif product with hazelnut swirled in, for example. If Peter Pan has a positive association in their brain as well as a low price point, they will buy it.

### Positioning

Peter Pan should position itself as the nostalgic peanut butter. The mascot, Peter Pan, is a main starting point. Everyone has either read or watched Peter Pan as a child. Seeing him on the front of the jar can spark a positive memory and association. Beyond this however, growing the older consumer base will cause Peter Pan to become that nostalgic product both for the elders purchasing it and their offspring. While Peter Pan has had trouble attracting large portions of new consumers throughout nearly the past century, those who do buy it are fairly brand loyal. They can have a large impact on their relatives and friends buying. If more of the segment is targeted, Peter Pan will slowly grow its market share and a loyal consumer base.

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<sup>2</sup> <http://clients1.ibisworld.com.pitt.idm.oclc.org/reports/us/industry/productsandmarkets.aspx?entid=271>

<sup>3</sup> <https://www.youtube.com/watch?v=7gqwlQq1Bu8>

## Competitor Analysis

Peter Pan's most prominent competitors are JIF and Skippy peanut butters. They are both dominate the industry and target similar markets. The top three leading peanut butter companies are J.M. Smucker, Hormel and ConAgra. J.M. Smucker operates JIF, Hormel operates Skippy, and ConAgra operates Peter Pan. Figure 1 depicts each respective market share (Appendix B). To analyze these competitors, we completed a SWOT analysis. In this way, we could provide a comprehensive view of the companies' key strengths and weaknesses and potential opportunities and threats.

### JIF

JIF is one of the leaders in the peanut butter industry. It was founded in 1958 and operates under the J.M. Smucker Company. A strength of JIF as a company is that it is one of the leading peanut butter brands. Smucker's has remained an industry leader for over 30 years<sup>4</sup>. It plays in a solely domestic market. Being the number one peanut butter company in the United States, innovation continues to be a key focus. The JIF Whips products have been successful for them and a key strength. No other peanut butter company has developed a product like this. The company however has very high investments in research and development.<sup>5</sup> Since JIF continues to innovate and introduce new products into the market, this causes increased research and development costs which could be a problematic in the long run. JIF also has a few opportunities, especially with being the leading peanut butter brand. They obtain 39.6% of the market share in the peanut butter industry. JIF always has the new opportunity to reach new markets. They could target younger populations or a health-conscious crowd. Other opportunities also include the development of new products. They have had great success in this area and there is room for improvement and more research into other products that could be introduced in the future. JIF could also partner with other brands in the future. This is an opportunity that could help them maintain the leading position in the peanut butter industry. Partnering with other companies could help build the company. With opportunities come threats however. Some threats of JIF include financial capacity and increasing costs. Since they are the leader in the industry, there are threats of losing this position and falling behind a competitor. With an increasing market share, this could lead to increasing labor costs due to hiring more employees to operate the facilities, as well as increasing costs of raw materials in order to produce the products. In 2011, the company suffered from a decline in revenue due to the company's decision to readjust peanut butter prices in line with falling input costs, following massive spikes in peanut prices in 2011<sup>6</sup>. This poses a threat as well since something like this could happen again in the future. JIF has numerous strengths and a few opportunities. The company also has some weaknesses as well as threats that could be a concern in the future.

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<sup>4</sup> <http://clients1.ibisworld.com.pitt.idm.oclc.org/reports/us/industry/majorcompanies.aspx>

<sup>5</sup> <http://www.swotanalysis24.com/swot-j/58693-swot-analysis-jif.html>

<sup>6</sup> <http://clients1.ibisworld.com.pitt.idm.oclc.org/reports/us/industry/majorcompanies.aspx>

## Skippy

Skippy peanut butter competes with both JIF and Peter Pan. Hormel Foods manufactures it and it was first sold in 1932. Ranking second only to JIF, Skippy has some strengths of its own. It acquires 15.2% of the market share in the peanut butter industry. It leads the peanut butter market in China, where peanut butter consumption has grown rapidly during the past few years<sup>7</sup>. Compared to JIF, Skippy is a multinational company. Another strength includes its product innovation. To gain market share, spur volume growth, and enhance profitability the company is constantly developing new products. For example, Skippy Singles successfully helped distance themselves from competitors<sup>8</sup>. However, they do not have adequate marketing and advertising. The brand has high awareness, but compared to JIF, not enough. For example, they do not have a lot of TV advertisements or direct mail coupons. Skippy peanut butter brand has a few opportunities too. One of these includes its influence in China. It already holds the top market position and can keep growing to further distance itself from any competitor. The Skippy transaction should also garner cost savings by producing economies of scale overseas. Hormel could be able to use the Skippy assets to widen the international reach of some other products overseas for the company<sup>9</sup>. On the other hand, some threats to Skippy include most notably, competition. Since JIF is the main leader, Skippy will need to execute very well and carefully as it continues to climb the value ladder. Any missteps would likely result in market-share erosion.

## **Marketing Strategy**

### Product

Compared to competitors, Peter Pan lacks variety of products. There are currently four main products with different flavors. The original flavor has six different branch products, the natural flavor has two, the honey flavor has three, and the simply ground flavor has two. The brand currently does not offer on-the-go single serve packages or nut butters like other brands. Recently, cashew and almond butter and hazelnut and cookie spreads have become increasingly popular. Anne Marie Chaker, author of “Alternatives to Peanut Butter are Taking Over Lunch,” mentions that since the creation of nut butters, peanut butter sales and market share have declined by 4% and 13% respectively.<sup>10</sup> Peter Pan needs to take advantage of opportunity for nut butters while it is popular. Creating more products will also grow brand awareness and keep Peter Pan competitive.

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<sup>7</sup> Ibid.

<sup>8</sup> [http://www.valueline.com/Stocks/Highlights/Hormel\\_Foods\\_\\_\\_](http://www.valueline.com/Stocks/Highlights/Hormel_Foods___)

<sup>9</sup> Ibid.

<sup>10</sup> <http://www.wsj.com/articles/alternatives-to-peanut-butter-are-taking-over-lunch-1444148988>



## *Packaging*

In order for Peter Pan to keep up with trends, it needs a minor redesign on some of its packaging. To keep the nostalgic appeal, the two main peanut butters, creamy and crunchy, will have a throwback design. However, we will use a pulsing advertising technique to keep the consumers interested. Keeping the original flavors with the same packaging will still allow older generations to recognize the brand even with new packaging of the different flavors. The newer peanut butter flavors will have a newer packaging, while maintaining the logo, font and color scheme. Other brands use different styles with their different products, and doing this differentiates them from each other making it easy to distinguish what flavor they are. Peter Pan needs to adopt this trend because it not only attracts the customer to see all the different types of flavors, but it is also easy to pick out the flavor they came to the store looking for.

## *Additional Products*

As mentioned earlier, Peter Pan needs more variety of flavors and products. Unlike competitors, Peter Pan does not offer nut butter spreads and many healthier versions. According to *Eat This*, Peter Pan's Original Crunchy and Creamy Peanut Butter rank the top two unhealthiest peanut butters for consumers; one serving of Peter Pan Creamy Original "has more fat and sodium than a small order of McDonald's French Fries."<sup>11</sup> Although they offer a few healthier options, they need to offer more. Older generations often look into the nutritional value of products, and if Peter Pan is the unhealthiest peanut butter option, newly targeted customers may shy away from purchasing the product. Jif currently offers a peanut butter that has Omega-3 mixed in with it, making it appealing to those that take daily supplements. If Peter Pan were to create peanut or nut butters that also mix in essential nutrients and vitamins, the older generation would be more inclined to buy it since many of them are given supplements to maintain a healthy body with aging. With the increasing popularity of hazelnut and cookie spreads, Peter Pan will need to take advantage of this and create these different spreads that offer an alternative to peanut butter. Competitors have been selling these types of spreads for a few years and have put Peter Pan at a disadvantage.

## Place

Peter Pan's distribution system will be fairly standard when compared to other food product producers. With very few ingredients, procurement of our raw materials will be simplified, with our main ingredients being raw peanuts, corn syrup, sugar, and vegetable oil, with all of our ingredients (other than the peanuts) being bought at cost in bulk from vendors with high reputations for quality. For the procurement of our peanuts we will have a dedicated team of procurement specialists whose job is two fold: they will find farmers who produce peanuts of the quantity and quality we are looking for and persuade them to sell us their stock, and to maintain relations with these suppliers. Once we purchase our ingredients they will be sent to our

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<sup>11</sup> <http://www.eatthis.com/peanut-butter-ranked>

processing plant in Georgia, where all of our varieties of peanut butter will be produced. The remainder of the distribution system is fairly simple, consisting of simple shipping of our finished goods to our distributors nationwide (primarily grocery and convenience stores) for final sale. Our sales team, who will promote the sale of our products in these different locations, will identify these distributors, and maintain a good relationship with each vendor.

## Promotion

The older consumers who make up our target market segment purchase our product due in part to nostalgia. Our promotional campaigns will emphasize this and use channels that these older consumers frequently interact with. This includes stores, television advertisements on channels like TV Land, QVC, and Food Network, advertisements and coupons in some newspapers, and a sponsorship of an episode of a select Food Network show.

### *TV Promotions*

For our TV promotions, we will show commercials reminiscent to past advertisements that highlight our product's history. For instance, scenes from older television programs, as well as commercials showing scenes of a family using peanut butter, with a grandparent mentioning how for 60 years they've been using Peter Pan. The aim of our television promotions is to bring consumers in store, where we will have direct selling of our products through in-store sampling, and when applicable, product comparisons. These will show the quality of our product, and drive sales.

### *Sponsorship*

A sponsorship of a Food Network show aims to showcase the product in action, in a unique method. Contestants on the chosen show will create delicious meals utilizing Peter Pan peanut butter. As part of the agreement with the Food Network, the labels will always be facing the camera. The show will mention the name and the product's positive attributes

### *Newspapers*

Data from Pew Research Center (Figure 1, Appendix B) shows that the age groups who read still read newspapers over the past four years overlaps with our target market. The baby boomers and above read the newspaper almost religiously, as part of their morning and/or night rituals. Placing Peter Pan advertisements and coupons in papers will expose it to the consumers who either already purchase it or similar ones who are most likely to purchase it in the future. Another possibility will be a feature in many newspapers' Recipe or Food sections. This could be a paid placement or partnership with a cook. This method would be more interactive and intriguing for consumers rather than a coupon.

## *Social Media*

Other than these promotions, we will utilize social media platforms such as Facebook and Instagram. We will use both to promote new product line additions and to communicate with any consumers wishing to make inquiries, as well as displaying high quality images of our products and recipes. While our target market will most likely not access these platforms, their low cost of maintenance will ensure that those who do have access to additional promotions. We also have the added benefit of being available to reach certain individuals outside of our target market who may be swayed from their current purchasing habits.

## **Conclusion**

Peter Pan peanut butter has traction in a very specific consumer base. The older generations (“Silent Generation”, Baby Boomers, some of Gen X) remember buying Peter Pan their entire life. Peter Pan is the oldest brand of peanut butter out of the three. The marketing strategy must highlight this. Even if someone hasn’t been buying Peter Pan, they will see it and remember their mother buying it. Alternatively, they will see the Peter Pan mascot and remember reading Peter Pan as a child, or seeing it when it came out in 1953. Nostalgia is our biggest competitive advantage. Morton Salt has used this strategy to propel itself in the salt market. To measure the strategy’s success, we aim for a spike in sales. This will represent a positive initial response to the implemented tactics. Over the first year, we must monitor this and reevaluate if it plateaus. Additionally, we hope to gain market share in the future. It is crucial to gain older consumers who previously bought JIF or Skippy simply because Peter Pan was not in their mindset. We can also measure the success of our newspaper coupons simply by assessing the amount used. Focused efforts on increasing exposure in channels frequented by the older generations and an addition of increasingly popular healthy nut butter options will propel Peter Pan towards a successful future.

## Appendix A

Category	Question (Does your target market ... )	Y	N	Competition	Better TM	Note
Perception	Get enough exposures to the brand?		N	Jif, Skippy	Need a more specific target market	-Does not get enough exposure -Most people forget that Peter Pan is even peanut butter
	Pay attention to the exposures?	Y	N	Jif, Skippy	Need a more specific target market	-Paid attention when the recall happened, but not in recent years -Peter Pan is a forgotten peanut butter brand
	Understand the brand and its message?	Y		Jif, Skippy	Need a more specific target market	-“The whole family can enjoy”--referencing the fact that pretty much anyone can enjoy it -Product that can be consumed by just about anyone
Interpretation	Categorize the brand as you intended?	Y		Jif, Skippy	Need a more specific target market	-Thoughts were that peanut butter would be targeted as household, family product
	Compare the brand to right competition?	Y		Jif, Skippy	Need a more specific target market	-Jif and Skippy are Peter Pan’s main competitors -Numerous brands for a product as simple as peanut butter -Could consider adding Smucker’s to the mix as it is another well-known peanut butter. However, Jif, Skippy, and Peter Pan have peanut butter that is more similar. Smucker’s has a different texture that sets it apart from this group
Attitude	Form the intended		N	Jif, Skippy	Need a more	-Overshadowed by Jif and Skippy making it hard to

	attitude toward the brand?				specific target market	break into the minds of customers -Use of cognitive processing and peripheral consumption -Not a high value product -Decision making and information search is not extensive
	Strongly maintain the attitude?		N	Jif, Skippy	Need a more specific target market	-Market attitude is highly peripheral
<b>Memory</b>	Remember the brand and its message?	Y		Jif, Skippy	Need a more specific target market	-For specific customers: nostalgia -With limited exposure, extinction can occur -Oldest peanut butter brand
	Have desirable brand associations?		N	Jif, Skippy	Need a more specific target market	-Committed to having customers be in positive mood -After salmonella incident, refocused to be healthy an natural brand with introduction of "Simply Ground" -Hope that negative memory of contamination crisis is eliminated -Consumers are mostly 55 years of age and older -mostly long-time buyers with nostalgic connection
<b>Problem Recognition</b>	Understand why they need the brand?		N	Jif, Skippy	Need a more specific target market	-Household need for peanut butter -Large part of mothers and father buying for household -Choose competitors first, no need for peter pan, don't want illness
<b>Information Search</b>	Know where to find the		N	Jif, Skippy	Need a more specific target	-Struggles with consumer access to brand information

	necessary information?				market	-Only place to really find out about Peter Pan is through their website -Not a valued enough product to warrant extensive research into product
	Have access to enough information?		N	Jif, Skippy	Need a more specific target market	-Lack of exposure -Only ads they have are from around the 1950s -When Peter Pan brand is searched on internet, the movie and cartoon character come up, overshadowing the peanut butter brand -Do not have an excessive number of products, so website is informative about which products they do have -No social media or following base -Have the ability to get more brand information out to the consumer market, but they do not do it
<b>Decision Making</b>	Use a decision rule that is favorable to the brand?	Y		Jif, Skippy	Need a more specific target market	-Should changes be made to the current advertising strategy? -Should the brand name be changed to position itself away from its current product safety situation? -Not a lot of post-purchase regret with exception of salmonella incident in 2007 -Brand loyalty has similarities to Coca-Cola loyalty; connected by nostalgic significance
	Strictly use only one decision	Y		Jif, Skippy	Need a more specific target	-Most widely used decision rule by the customers is

	rule?				market	<p>due to the nostalgic significance of the peanut butter brand</p> <ul style="list-style-type: none"> <li>-Not decided upon by price or taste because it is in the middle of the pack for both factors</li> <li>-Reason why this brand is consumed mostly by people aged 55+ years old</li> </ul>
<b>Post-decision</b>	Regret the purchase decision?		N	Jif, Skippy	Need a more specific target market	-In comparison to other brands, would regret maybe. In 2007 definitely regretted
	Share their thoughts with the others?	Y		Jif, Skippy	Need a more specific target market	<ul style="list-style-type: none"> <li>-Yes, many consumers of the product seem to be loyal.</li> <li>-Older individuals tend to share information with friends, leading to even more older individuals purchasing the product</li> </ul>
<b>Demographic Influence</b>	Get influenced by geographical location?		N	Jif, Skippy	Need a more specific target market	<ul style="list-style-type: none"> <li>-Walmart company</li> <li>-Not much impact from geographical locations</li> <li>-Widely consumed product, especially in the United States</li> <li>-As most people have access to a grocery store no matter where they are, they then have access to peanut butter</li> </ul>
	Get influenced by ethnicity?		N	Jif, Skippy	Need a more specific target market	<ul style="list-style-type: none"> <li>-Peanut butter consumed by almost 90% of households in United States</li> <li>-Peanut butter is a relatively difficult product to find in Europe</li> </ul>
	Get influenced by religion?		N	Jif, Skippy	Need a more specific target market	-Not directly influenced by religion
	Get influenced	Y		Jif, Skippy	Need a more	-Price conscious, lower

	by social class?				specific target market	<p>income</p> <ul style="list-style-type: none"> <li>-Low price---can buy in bulk</li> <li>-Protein packed food, meaning you do not have to eat a lot of it to get benefits and fills you up quickly</li> <li>-Purchased by both low and high social classes</li> </ul>
	Get influenced by age?	Y		Jif, Skippy	Need a more specific target market	<ul style="list-style-type: none"> <li>-“Family product”, mothers/parents usually the purchaser for household food products</li> <li>-Purchased mostly by older people though, based on the nostalgic significance</li> <li>-Convenient food product</li> </ul>
	Get influenced by gender?		N	Jif, Skippy	Need a more specific target market	<ul style="list-style-type: none"> <li>-Both women and men purchase Peter Pan peanut butter</li> </ul>
	Get influenced by reference group?	Y		Jif, Skippy	Need a more specific target market	<ul style="list-style-type: none"> <li>-Individuals pertaining to “healthy living” movement</li> <li>-Good source of protein for these individuals with healthy fats</li> </ul>
<b>Psychographic Influence</b>	Get influenced by value?	Y	N	Jif, Skippy	Need a more specific target market	<ul style="list-style-type: none"> <li>-Certain segments of the target market focus on low price products</li> <li>-College students with small budgets would be likely to buy peanut butter</li> <li>-For others, value is a non-issue</li> <li>-Price does not have a significant range, most peanut butter brands are around the same price</li> <li>-Differences can be result of store-name versus brand-name</li> </ul>
	Get influenced by personality?	Y		Jif, Skippy	Need a more	<ul style="list-style-type: none"> <li>-Most people buy it, therefore most</li> </ul>



				specific target market	<p>personalities buy it</p> <ul style="list-style-type: none"> <li>-Differences come into play when how and why peanut butter is bought</li> <li>-Someone who has a personality oriented more towards instant gratification would simply grab the first option they see</li> </ul>
	Get influenced by lifestyle?	Y	Jif, Skippy	Need a more specific target market	<ul style="list-style-type: none"> <li>-Marketed as all natural, so semi-geared towards</li> <li>-Active person looking for energy on the go will be more inclined to buy smaller sized packages to bring with them, whereas a mother would be more inclined to purchase a large quantity of peanut butter at one time</li> <li>-Someone with an health-conscious personality will be interested in the fact that Peter Pan offers all-natural products</li> </ul>

## Appendix B

Figure 1

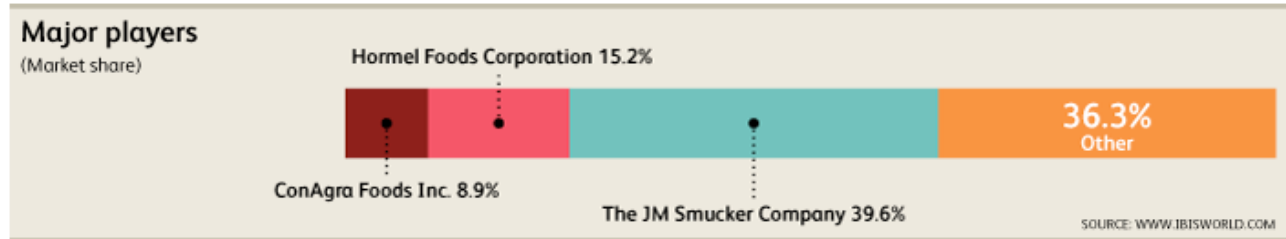
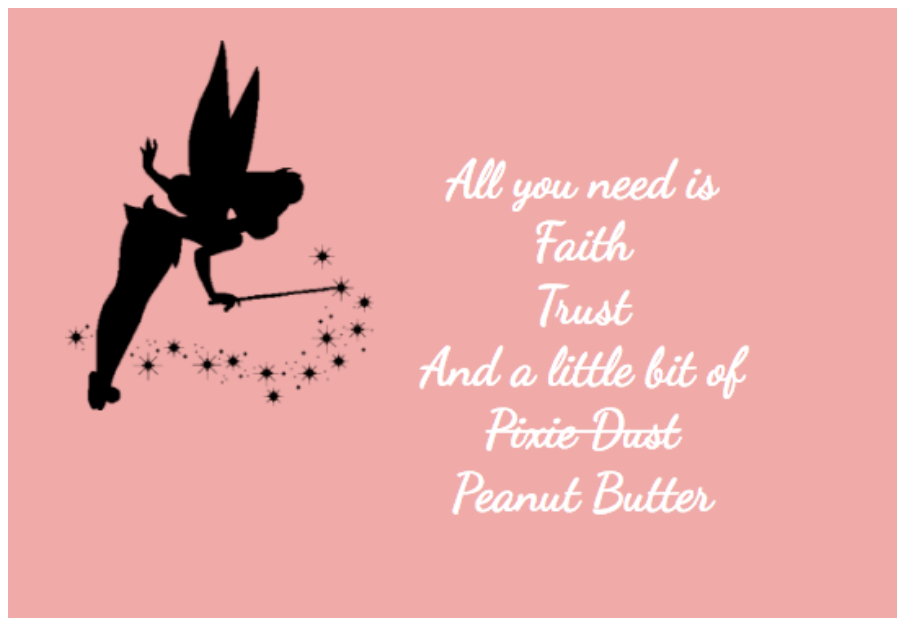


Figure 2

AGE/YEAR	Year	18-24	25-34	35-44	45-54	55-64
2012	23%	23%	28%	39%	47%	58%
2013	20%	21%	27%	35%	44%	55%
2014	17%	20%	23%	32%	40%	52%
2015	16%	17%	21%	28%	38%	50%

Source: Nielsen Scarborough data: Nielsen Scarborough USA+ 1999 - 2015, Release 1 "State of the News Media 2016", Pew Research Center

Catchphrase and Promotions



## Appendix C

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### Website

A comprehensive website for this marketing plan can be found [here](#).

### Summary of Research Findings

A majority of our research went towards investigating Peter Pan's two competitors, Jif and Skippy. We found what markets they are in, their product lines, and some financial aspects of their companies. We also researched deeply who is buying Peter Pan versus who the company is actively targeting. We found that an older demographic makes up a large consumer base for Peter Pan. However this is not reflected in their tactics. This was the starting point for our marketing strategy. From there, we dove deeper into Peter Pan's advertising, or lack there of, and made conclusions.