



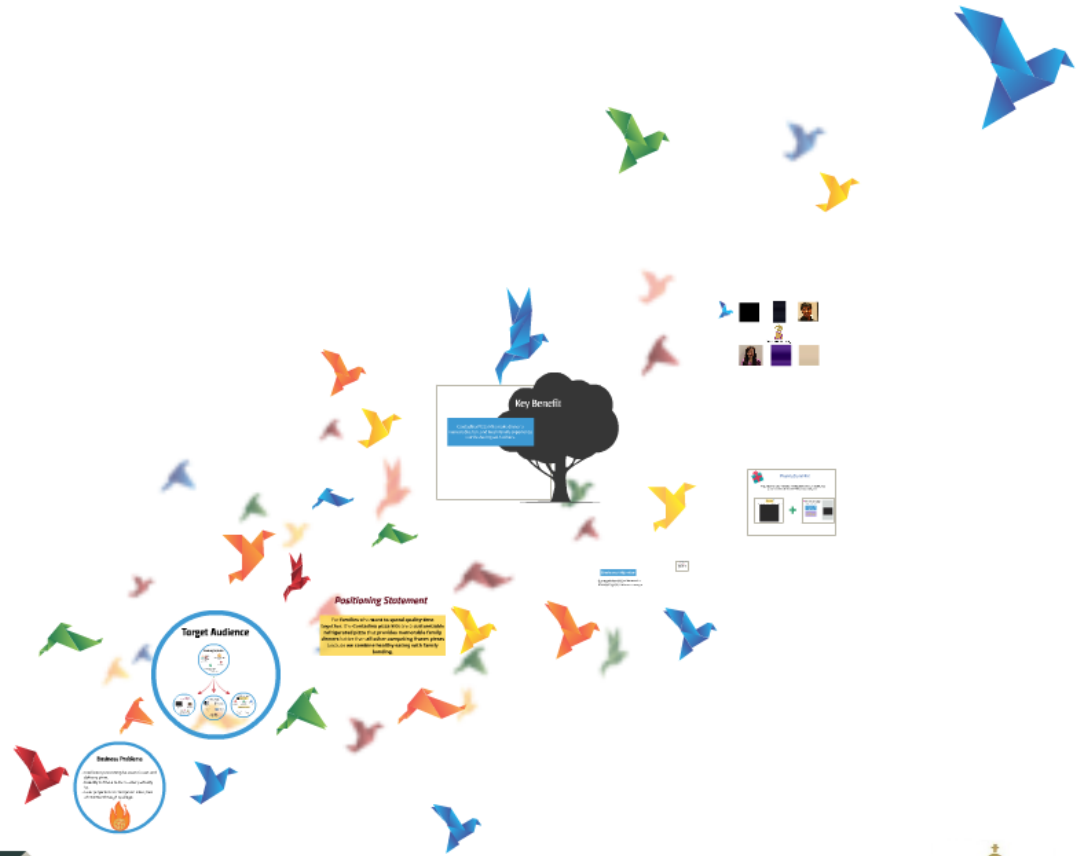
Nestle Refrigerated Foods Contadina Pasta & Pizza





PIZZA KIT

Thecasesolutions.com



Nestle Refrigerated Foods Contadina Pasta & Pizza



Monarch Marketing

Business Problems

- Inefficient positioning between frozen and delivery pizza.
- Inability to find a niche to cater perfectly to.
- Over projection of anticipated sales, loss of revenue through spoilage.



Target Audience

Demographics



Family of 4 or more.
Young children
Parents (25 - 40 y)



Live in a house, have access
to oven*



Live in Midwest USA
(not a lot of delivery options)*



Earn regional median income.
Financially comfortable

*Source: Survey, Robert M. Kim, Food & Agriculture Research Center

LifeStyle Psychographics



Love to bond with their kids
but can't find enough
things to do



Can't go out every
weekend because it's
expensive to pay for it



Like the idea of frozen/semi-
prepared healthy food so they get
more time together as a family

Technology



Parents: heavy
smartphone users



Father uses social
media to follow his
colleagues and family



Mother part of
social group of
neighborhood
moms



Kids watch their
favorite show on
Netflix and iPad/
Internet TV

Proudly make posts about
family activities

Which category?

Strengths of Frozen Pizza Category



1

Appeals to adult
tastes 25% more
than other brands.
(Family appeal)



2

40% agree Contadina has
higher quality ingredients
vs. frozen pizza.
(Healthy Alternative)



3

33% think fresh
pizza tastes better
than other frozen
alternatives.

Weakness vs Takeout Pizza



1

50% agree takeout
more sanitary.
Compare with
cruelty marketing



2

91% agree
leave little/no
cleanup