

PHILADELPHIA CREAM CHEESE



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PHILADELPHIA'S "BAGEL THAT"



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- Philadelphia's newest product - a machine that makes everything a bagel by punching a hole in the middle
- "If it looks like a bagel, put Philly on it"
- Cream cheese can be used on more products than we think
- Partnering with Amazon to sell product



OVERALL MISSION & OBJECTIVES

- Broaden the use of cream cheese beyond bagels
- Make cream cheese relevant again
- Create social media buzz around the product

SWOT ANALYSIS

STRENGTHS

WELL KNOWN
APPEAL TO FAMILIES
LARGE MARKET BASE/
WIDELY AVAILABLE
VARIETY OF
PRODUCTS

WEAKNESSES

LIMITED USE OF
PRODUCTS
ASSOCIATED WITH
BREAKFAST
DAIRY PRODUCT

OPPORTUNITIES

EXPAND CUSTOMER
BASE
ASSOCIATE PRODUCTS
WITH OTHER MEALS

THREATS

REDUCED USE OF
DAIRY PRODUCTS
CHEAPER GENERIC
BRANDS
CHANGING
CONSUMER
PREFERENCES

SEGMENTATION METHOD

➤ **DEMOGRAPHIC:** FAMILIES

➤ **BEHAVIORAL:** BREAKFAST EATERS

SEGMENT ATTRACTIVENESS

IDENTIFIABLE

REACHABLE

PROFITABLE

SUBSTANTIAL

RESPONSIVE

TARGET MARKET

➤ **NARROW:** CHILDREN, NOVELTY COLLECTORS

➤ **BROAD:** GROCERY SHOPPERS,
CONSUMERS OF BREAKFAST FOODS,
CREAM CHEESE LOVERS

POSITIONING STRATEGY

- WIDELY KNOWN BRAND OF CREAM CHEESE, WHEN YOU THINK OF PHILADELPHIA - YOU THINK CREAM CHEESE
- USING THE BAGEL MAKER & SOCIAL MEDIA TO GET PEOPLE TALKING

SOURCES

ARTICLE:

<https://www.marketingdive.com/news/philadelphia-cream-cheeses-new-tool-turns-anything-into-a-bagel/563059/>

<https://www.businesswire.com/news/home/20190917005204/en/Philadelphia-Cream-Cheese-Turned-Bagel-Into-Bagel-That>

<https://www.foodandwine.com/news/philadelphia-cream-cheese-bagel-hole-punch>