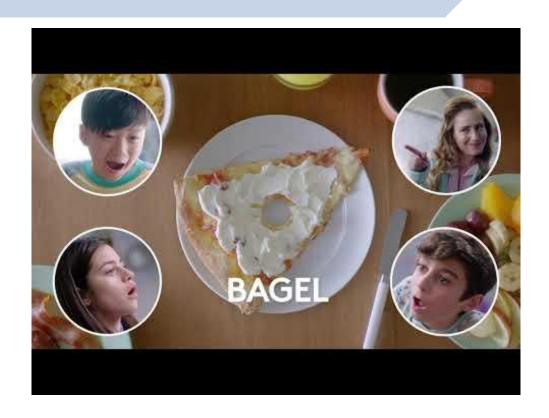
# PHILADELPHIA CREAM CHESE



BY: JASMINE ISMAIL, HANNAH O'SULLIVAN, ARIANA PARSA

# PHILADELPHIA'S "BAGEL THAT"



# PHILADELPHIA'S "BAGEL THAT"

- 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

MERMESES

LIMITED USE OF PRODUCTS

ASSOCIATED WITH BREAKFAST

DAIRY PRODUCT

EXPAND CUSTOMER BASE

ASSOCIATE PRODUCTS
WITH OTHER MEALS

REDUCED USE OF DAIRY PRODUCTS

CHEAPER GENERIC BRANDS

CHANGING CONSUMER PREFERENCES

THREAT

OPORTUNIT

# **SEGMENTATION METHOD**

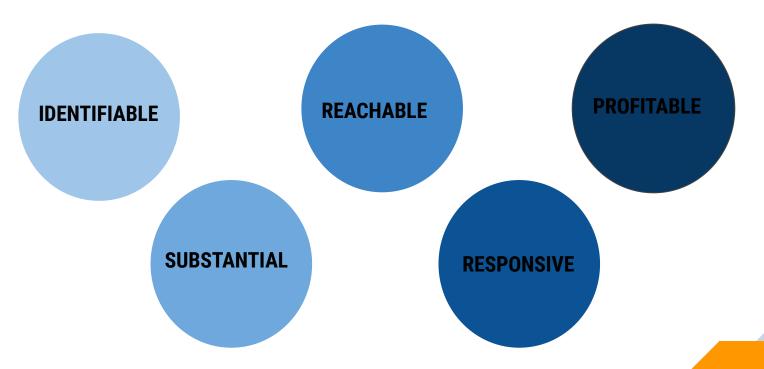


**DEMOGRAPHIC:** FAMILIES



**BEHAVIORAL**: BREAKFAST EATERS

# **SEGMENT ATTRACTIVENESS**



### **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/563 059/

 $\underline{\text{https://www.businesswire.com/news/home/20190917005204/en/Philadelphia} \\ \text{$\text{Bagel-That''}$}$ 

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