

CLIF BAR

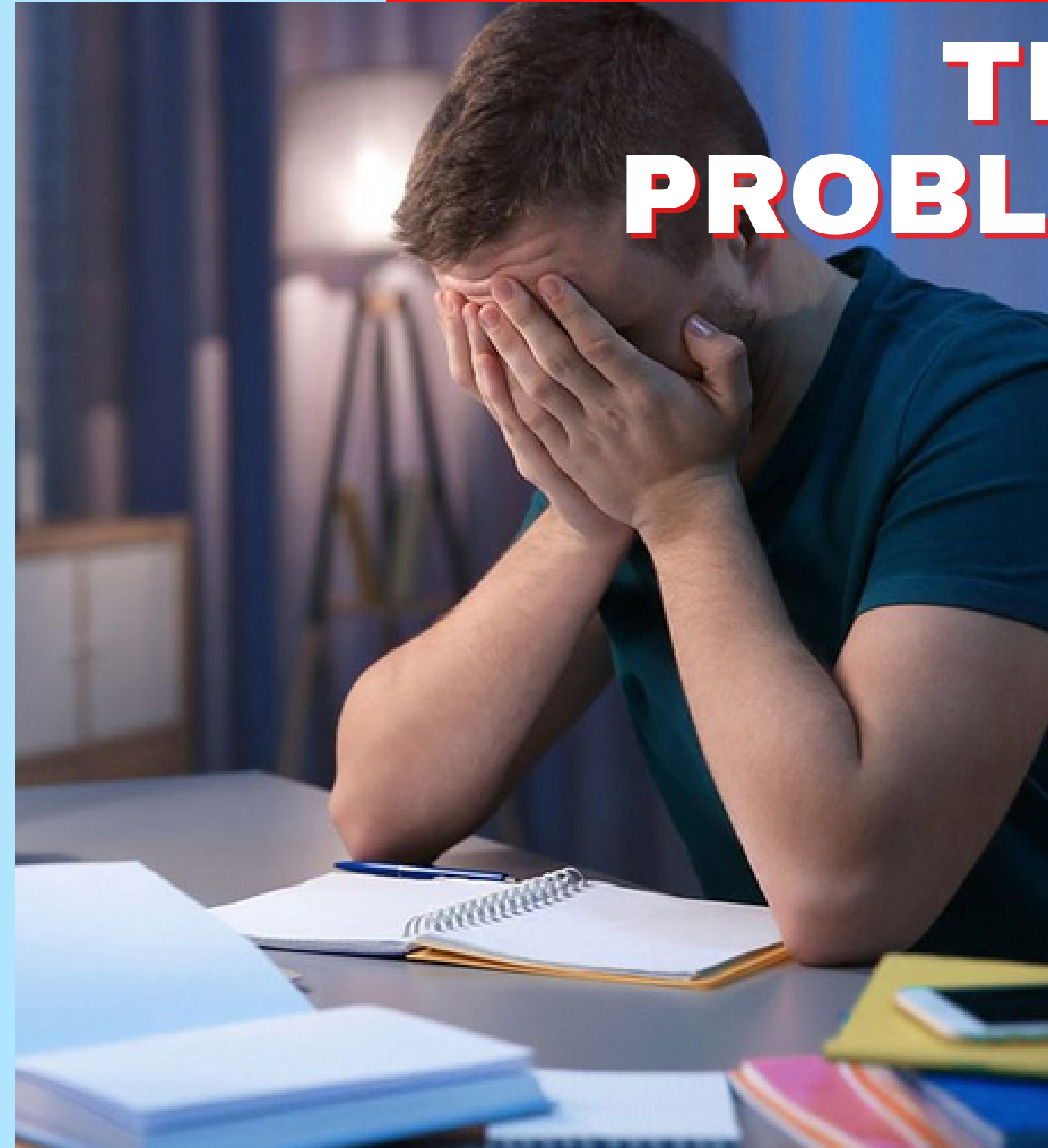


Pains

- Busy schedule
- Having to skip meals
- Low in energy

Needs

- Convenient, nutritious meals with sustainable ingredients
- Energy boosts



**THE
PROBLEM**

THE SOLUTION

Performance Energy



Goodness On-the-Go

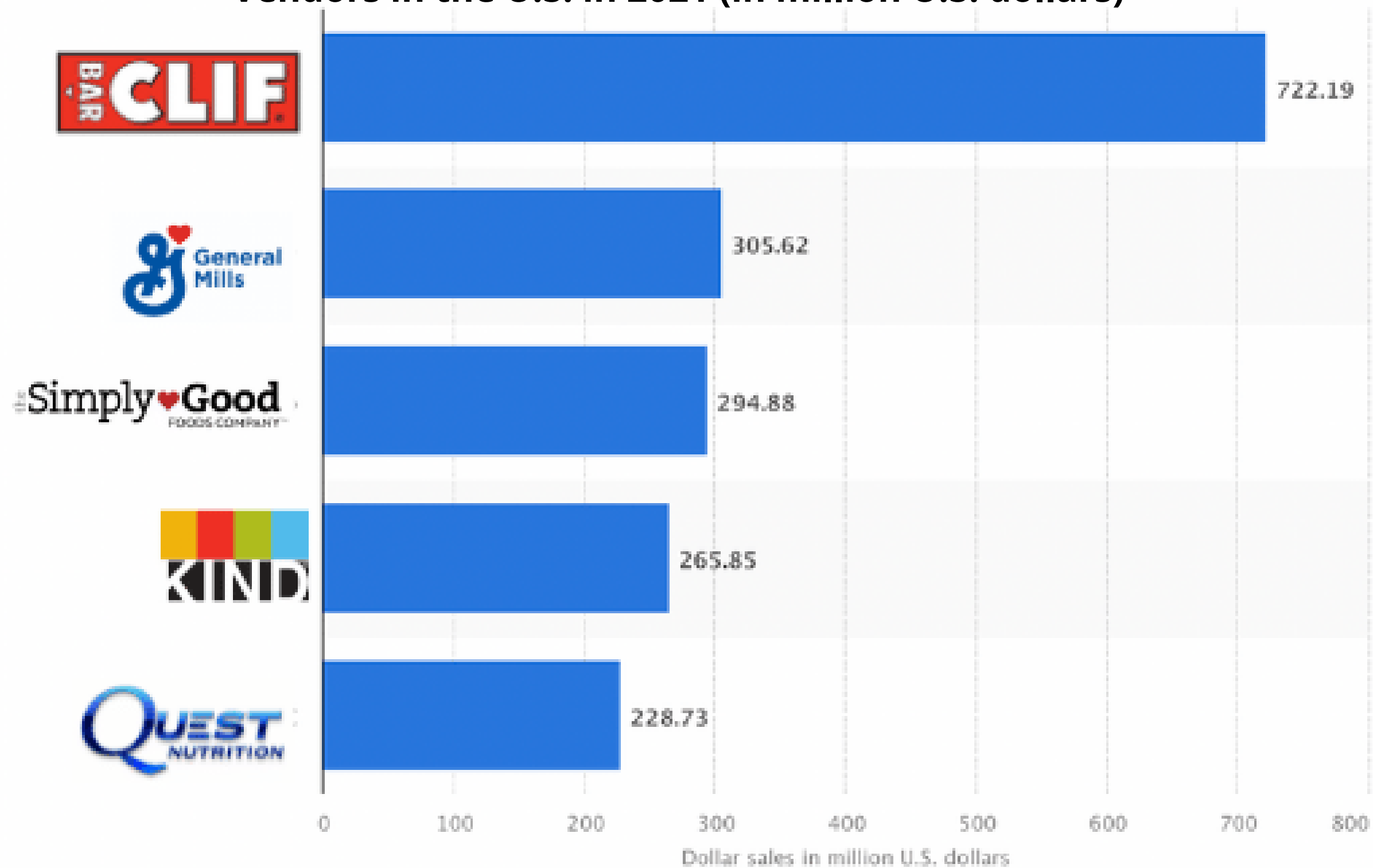


Eco-Friendly Ingredients

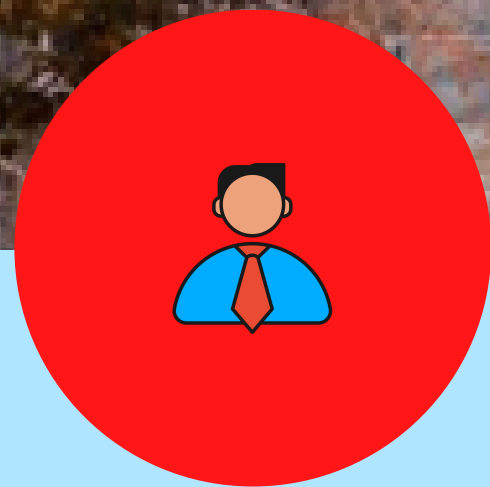


MARKET ATTRACTIVENESS

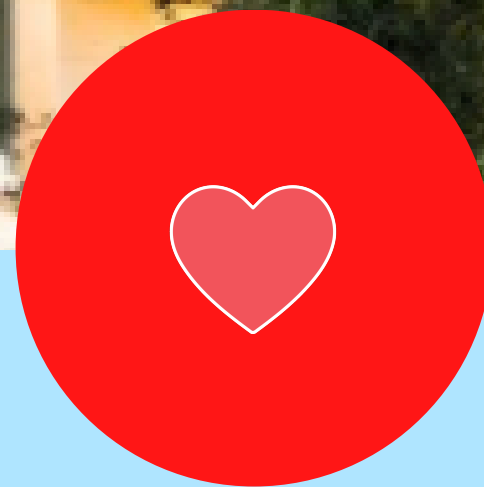
Dollar Sales of the Leading Nutritional/Intrinsic Health Value Bar Vendors in the U.S. in 2021 (in million U.S. dollars)¹



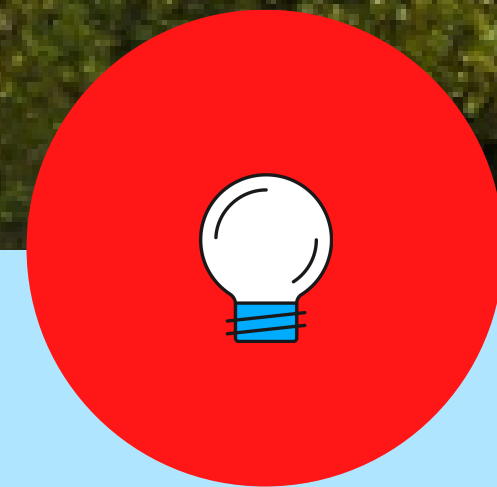
TARGET MARKET



**Full-Time Male
College Students
in the Pacific Coast**



**Health-Conscious
& Active**



**Driven & Forward
Thinkers**



MICHAEL

Full-Time Economics Student

- Full-time Cal Poly student
- Dedicates hours to his studies

Health-Conscious

- Values quality and organic ingredients

Ambitious

- A risk-taker and rock climber
- Believes in achieving his goals



**Convenience and
quick shipping
times**

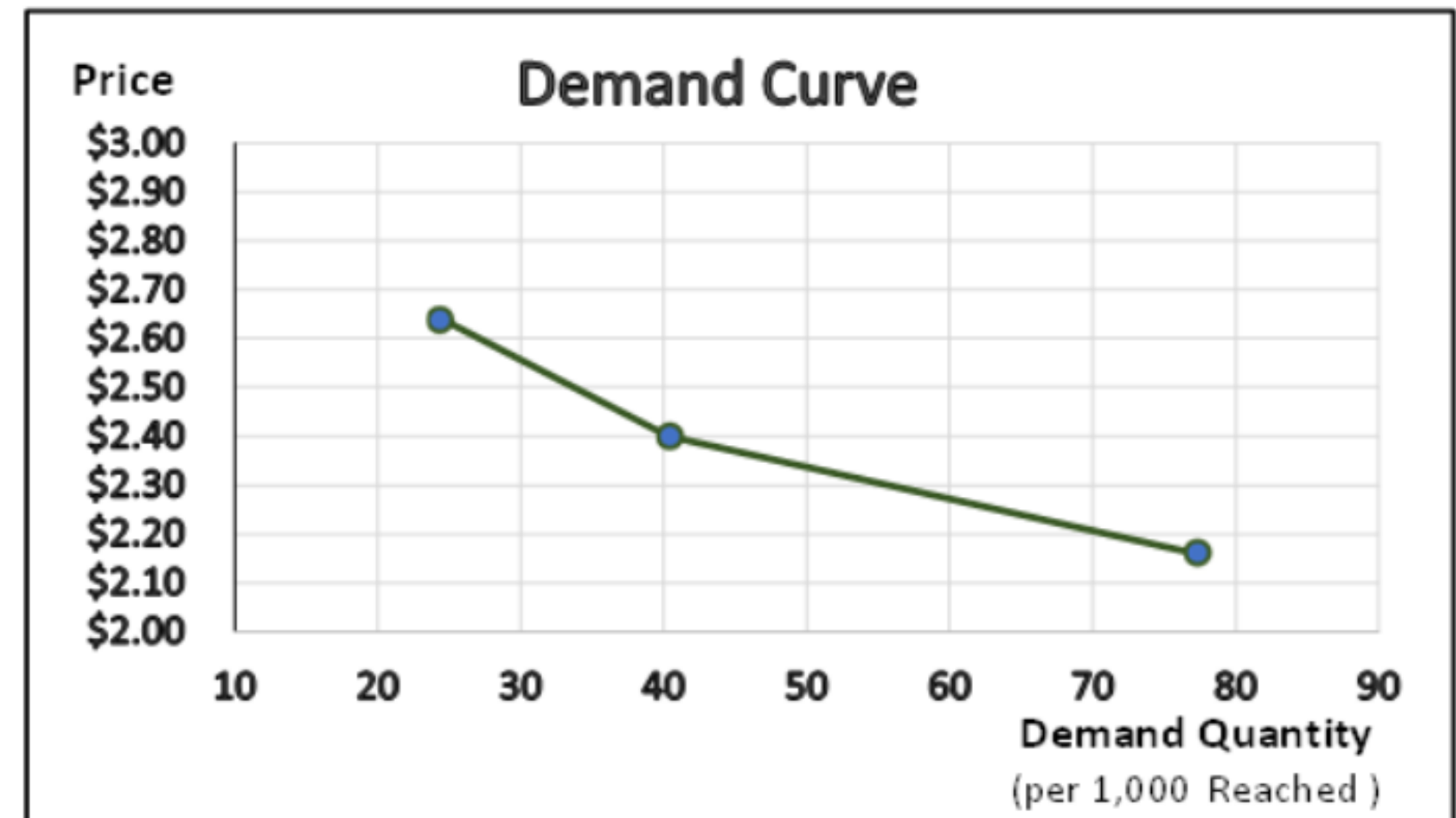
**Full-time college students
are 11% more likely to
shop at Walmart than
those not in college**

PLACE

PRICE

- **Price Point**
 - MSRP: \$1.45/Bar
 - Gross Profit/Unit: \$0.32/Unit
- **High Elasticity**
- **Price Strategy**
 - EDLP

Demand Curve Graphic		
DFI	Quantity	Price Point
2.45%	24	\$ 2.64
4.03%	40	\$ 2.40
7.72%	77	\$ 2.16



PROMOTION STRATEGY



**Point-of-Purchase
Displays in
Walmart
Retailers**



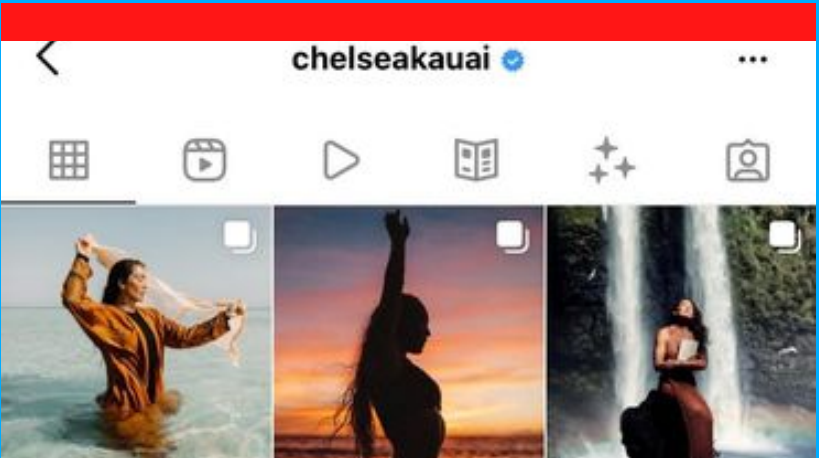
**Bulk 6-Pack
Sizes Sold Via
Amazon**



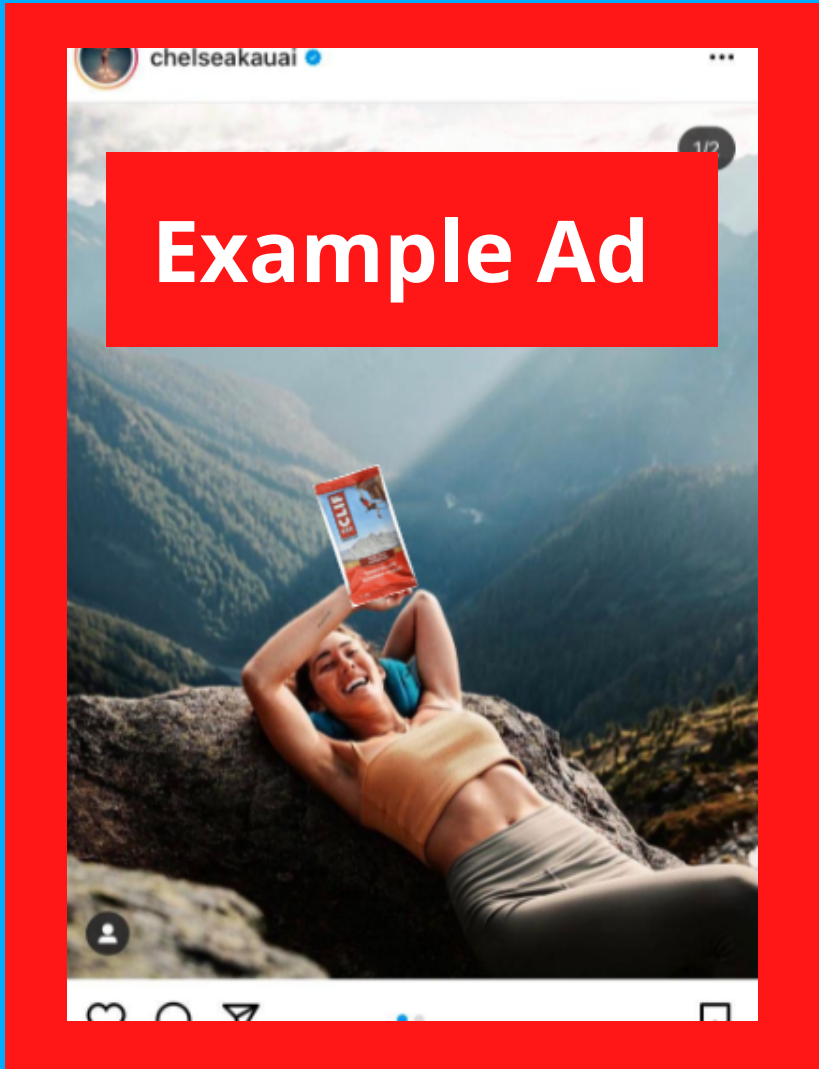
PROMOTION STRATEGY

Influencer Costs and Reach

Social Media Handle	Title	Follower Count	Minimum Cost Per Post	Engagement Rate	Reach
@chelseakauai	Traveler and Adventurer	1.1M (Instagram)	\$2,375/Post	4.38%	52K Consumers



Instagram
Travel
Influencer:
@Chelseakauai





RETURN ON MARKETING INVESTMENT

+35%

In-Store Retailer:

Walmart 

+36.5%

Online Retailer:

amazon 

+39%

Social Media:



Walmart 

\$26 Mil

amazon 

\$60 Mil



\$29,000

Total Promotional Costs

\$86 Million

CITATIONS

1. Snack Food & Wholesale Bakery . (June 24, 2021). Dollar sales of the leading nutritional/intrinsic health value bar vendors in the United States in 2021 in million U.S. dollars) [Graph]. In **Statista**. Retrieved November 28, 2021, from <https://www-statista-com.ezproxy.lib.calpoly.edu/statistics/457144/us-dollar-sales-of-the-leading-nutritional-intrinsic-health-value-bar-vendors/>.
2. "United States Energy Bar Market: Growth, Trends, Covid-10 Impact, and Forecasts (2021-2026)." Mordor Intelligence, n.d., <https://www.mordorintelligence.com/industry-reports/united-states-energy-bar-market>.
3. **Mediamark Research & Intelligence**. "Spring 2019 NHCS Adult Study 12 -month," (Clif Bars/ female/male). **MRI Mediamark** University Reporter, Spring 2019.
4. "Market Concentration of Organic Packaged Food by Brand." **Global Market Information** Database. Jan. 2021, <https://www-portal-euromonitor-com.ezproxy.lib.calpoly.edu/portal/analysis/tab>.
5. Snack Foods Manufacturing." **Mergent Online**, September 20, 2021. https://mergent-firstresearch-com.ezproxy.lib.calpoly.edu/industry_detail.aspx?pid=395&chapter=1.
6. "Organic and Clean Label Food Consumer in the U.S. - Food Consumer Insights." **MarketResearch.com** Database. Sept. 2016, <https://www-marketresearch-com.ezproxy.lib.calpoly.edu/academic/Product/15313326>.
7. "Number of Walmart U.S. stores in the United States from fiscal year 2012 to 2021, by type." Chart. March 19, 2021. **Statista**. <https://www-statista-com.ezproxy.lib.calpoly.edu/statistics/269425/total-number-of-walmart-stores-in-the-united-states-by-type/>.
8. Mediamark Research & Intelligence. "Spring 2019 NHCS Adult Study 12 -month," (energy/diet snacks and Clif Bars/full time college, part time, and neither). **MRI Mediamark University** Reporter, Spring 2019.
9. "Price Strategy." BUS 346-15 Team 09. Last Modified November 8, 2021. https://docs.google.com/document/d/1HQiUG6DY_duULMZtBZdlhvjNS-BCDh9Va5WAAy2Je_w/edit?uspsharing.
10. Clif Bar® Energy Bar Qualtrics Survey, Fall 2021, BUS 346, Team 09.

