**Consumer Research & Insights**

This is your product – Frank’s RedHot Original Thick Hot Sauce



Use secondary research, answer the following questions with short paragraph for each:

Conduct a Situational Analysis:

* What trends led to the development of a thick hot sauce?
* Who’s the target audience and what you know about them?
* What value does this product offer this audience and how does it differ from the competition?

Strategy and Creative Development:

* How does this audience feel, think and do (use) about this type of product? (thick, spicy condiments)
* What’s their motivation for purchase?
* What messages have they seen about these types of products?
* What messages do you believe should be used to promote this product? Provide examples.

Execution and Monitoring:

* Where does this audience consume content / see marketing messages? (in general, e.g., more social, no TV?)
* What channels are being used to promote this project? E.g., social media, tv, website, etc.?
* Is this the best way to reach the audience? If not, where should it be?

Measurement and Evaluation:

* How will you measure the success of this item?
* How will you measure the success of the marketing campaign? (currently in market or what you propose)