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Ro-Tel

Strategy Statement

Our client, Ro-Tel Diced Tomatoes with Green Chilies, wants to increase sales by 3% in the coming year. Our target market, the “Traditional Times,” based on the Claritas Values and Lifestyles Segmentation, live in a relaxed and suburban environment. These men have been married for 15+ years and are nearing retirement. This market wants to start using kitchen appliances more than the grill, which they have become masters of over the years.

Experimental Strategy

For our campaign strategy, we want to appeal to the target market’s desire to try out new recipes. To do this, we have chosen the “excitement” strategy. We plan to show the target market how the Ro-Tel Diced Tomatoes brand can help them spice things up in the kitchen.

Market Profile



This is Jonathan (call him “Johnny”) Grimes, he is a 54-year-old salesman who works for insides sales management making \$100,000 per year. Johnny loves cooking, but mostly grilling, he enjoys a little kick with his food. He and his dad who passed away used to grill together when he was younger. Johnny wants to pass this tradition onto his two children- Alex 24 and Hank 20. Johnny’s wife Martha was his high school sweetheart and they got married once they graduated college. Martha works part-time as a veterinary assistant making \$23,000 per year and will bring their family Beagle pup with her to work. Martha bought Johnny a green egg grill for his birthday a couple of months ago and he now uses to cook every Sunday for the family cookout. They have a pretty large backyard with a 3 bedroom house in Manassas, Virginia. For fun, the family will play tennis at the community courts and go to the bowling alley. As a family, they own two cars, Johnny’s is a 2016 Dodge Ram truck and

Martha a Jeep Grand Cherokee. Johnny and Martha have many family friends in the community and mostly use facebook as their media outlet.

Psychographics:

- He enjoys going to his local grocery store for his wife
- The family grills out every weekend
- Likes to try new recipes

Personality Traits:

- Outgoing
- Experimental
- Genuine

Preferred Channels:

- Cable TV
- Netflix
- Fox 4 News

Preferred Brands:

- Velveeta
- Bud Light
- Tostitos