



PROJECT

# Market Research

Name: \_\_\_\_\_

Class Period: \_\_\_\_\_

Date: \_\_\_\_\_

## Unit 2: The Customer

# March Madness OREO Challenge

**Objective:** To design a regionally inspired OREO flavor endorsed by an NCAA basketball player by researching regional food preferences and gathering consumer insights.

### Steps:

#### 1. Choose an NCAA Basketball Team

- ☐ Pick any NCAA basketball team.
- ☐ Research the state/region where the team is based, focusing on popular flavors, foods, and cultural preferences.
  - What foods are popular in this area?
  - Are there any unique desserts, snacks, or ingredients associated with the region?
  - What flavors might resonate with consumers from this area?

#### 2. Select an Athlete Endorser

- ☐ Pick a player from the team to serve as the face of the new OREO flavor.
- ☐ Consider their personal brand, personality, and potential appeal to the target market.

#### 3. Research Regional Food Preferences

- ☐ What flavors, ingredients, or desserts are popular in that state or city?
- ☐ What flavors would be unique but appealing to OREO consumers?

#### 4. Develop a Consumer Survey (*Practice Writing Good Questions!*)

- ☐ The survey should include at least 5–8 strong, focused, close-ended questions that help answer the research objective (see the objective above)
- ☐ The goal is to gather insights from potential consumers that will help shape your regionally inspired OREO flavor. Think about what you need to know to make the best decision and the research you did about the region that will help you word your questions..
  - What types of questions would help you understand what flavors people enjoy?
  - How can you find out if people would be interested in your flavor idea?
  - What information would help you determine if an athlete endorsement would make people more likely to buy your OREO?

5. **Collect Data** (*I have an idea on how we'll do this!* 🧐)

- Analyze the results to determine:
  - The most popular flavors
  - Market viability of their idea
  - The effectiveness of their athlete partnership
  - How they should position and promote the product

6. **Create a Final Product Concept & Presentation**

- Design a name, package concept, and marketing message.
- Explain why the flavor was chosen and how survey results influenced the final decision.
- Present to the class as if pitching to OREO!