

Week 2 -30/3/2020

Monday Challenge

Design your own Easter egg and packaging !

1. Who is your target audience going to be ?

- According to research, carried out by leading Easter egg manufacturers Cadbury's crème egg, it showed a drive to go back to basics among its principal audience of 16-24 year olds. So I asked myself what do 16-24 year olds like ?

- As research shows, (On Daily Mail 2012) (2016 ,2018) 16-24 year olds favourite biscuits are custard creams and Bourbons .

What does other research say ...

- Rather than choosing new innovative biscuits . A new report today revealed that 16-24 year olds are more likely to opt for brands. When granny's biscuit tin is passed around .
- Also those in their teens and twenty's have the biggest appetite for traditional British biscuits E.G bourbons and custard creams
- 6/10 are disagreeing that traditional biscuits are boring !
- 70 % of 16-24 years would opt for biscuits as an indulgent treat .

Based upon this research I have chosen to target 16-24 aged group, Creating the "Traditonal Bourbon biscuit chocolate Easter egg.

1. How will you target them ?

We will target our audience by using social media platforms as a way to advertise my Easter egg .

Platforms that I will use ...

- Facebook -25% of the total are 16-24 year olds
 - YouTube-50% total of 1.5 billion users the main users are 18-24 year olds
 - Instagram – has 300 million users and a whopping 41% are 16-24 year olds
 - Twitter – has 236 million active users with the average user -23 year old female
2. What flavours / ingredients will you use in order to appeal to a large percentage of people ?

As explained in question 1 as research suggested I have chosen to create the traditional Bourbon biscuit chocolate Easter egg

Listed below are my key ingredients to make ten eggs along with prices taken from supermarket Tesco .

Ingredients	Costings / Prices
<u>For 10 biscuits</u> 120g- unsalted butter softened	£1.20 (250g)
100g- caster sugar	£1.80 (1kg)
2tbsp- golden syrup	£1.35 (680g)
2tbsp-double cream	£1.05 (300ml)
220g- plain flour	60p (1.5kg)

3tbsp- cocoa powder	£1.80 (200g)
½ tsp- bicarbonate of soda	£1.20 (42kg)
<u>Filling</u> 50g- unsalted butter	<u>Price Above</u>
100g- icing sugar	£1.00 (500g)
1tsp- double cream	<u>Price Above</u>
50g- Milk chocolate (chopped)	£1.00 (100g) x 3 = £3
<u>To make 10 Easter eggs</u> 250g- milk chocolate	<u>Price Above</u>
1-Egg white (lightly beaten)	70p (6 eggs)
150g icing sugar	<u>Price Above</u>
TOTAL COST OF INGREDIENTS =	£13. 70

3.What price/deals will you choose and why ?

The average cost of an Easter egg is £4.00, in Britain. Therefore I want my egg price to be affordable and with a lower cost to the nations average. An appealing cost for the customer and still making profit, even if brought on the deal, would be as follows.....

My proposed prices and deals are as follows:

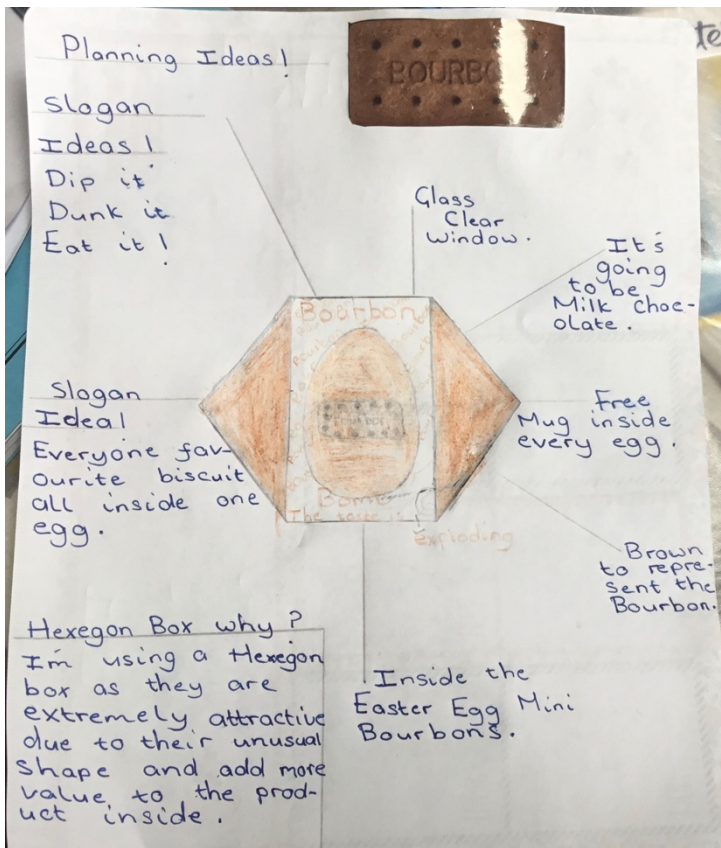
To make 10 Easter eggs would cost me £13.70 divided by 10 = 1.37 per egg.

Price for 1 Easter egg would be £3.00 - £1.37 = £1.63 (profit for each egg sold)

Deal (2 for £5.00). £5.00 – 2.74 = £2.26 (profit for 2 sold eggs)

Scroll down to see my answers to the last 2 questions !

4. How will you design your packaging so that it is eye catching ?



This is my planning sheet to show you what my egg packaging is going to look like ! Also these are some of the reasons why I have chosen to pick that packaging . Also every egg my customers buys gets a free mug as an incentive.

5. What will be the name of your one of a kind egg ?



The name of my one of a kind egg is going to be BOURBON BOMB . I am going to have a couple of slogans to attract many customers. One of my slogans is... Everyone's favourite biscuit all inside an egg ! My last slogan is going to be... The taste is exploding !

BY GEORGIA FELTON YR5