



# **BLUE DOGWOOD PUBLIC MARKET**

**MAY 3, 2019**

# The Team



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# Executive Summary

## KEY HIGHLIGHTS



### RESEARCH OBJECTIVES

- In what ways can BDW increase visibility?
- Finding marketing solutions to client challenges



### CLIENT CHALLENGES

- Location
- Inconsistent vendor hours
- Understanding the Food Hall concept
- Reaching the college age demographic



### KEY MARKETING RECOMMENDATIONS

- Build partnerships with local hotels and UNC groups for catering and event promotion.
- Increase local visibility through signage and flyers/coupons in the community

# QUALITATIVE RESEARCH: ETHNOGRAPHY

## KEY INSIGHTS

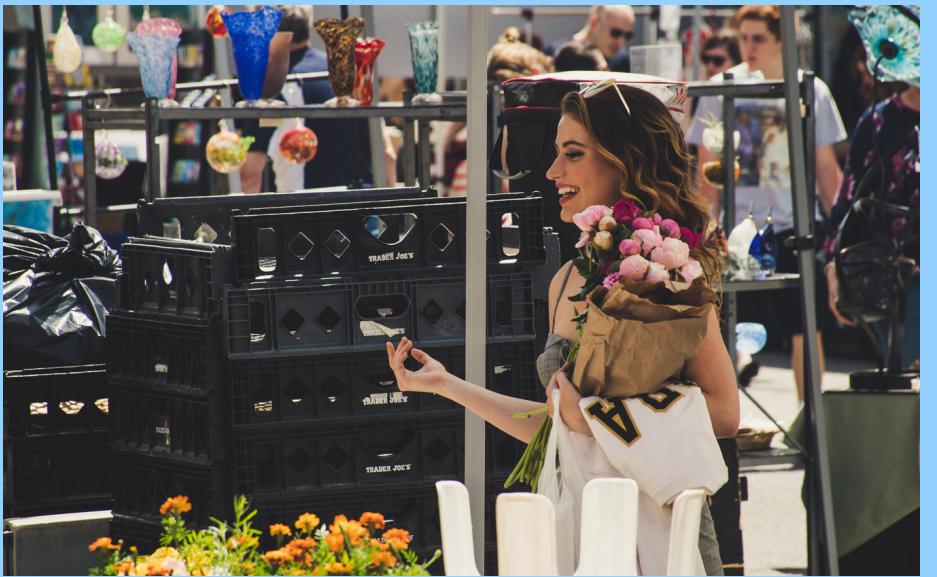
- Opportunity to purchase many options
- Vendor interactions and behavior
- Customers impressions -> Positive
- Young, ethnically diverse individuals and families

## COMPARISONS WITH PREVIOUS MARKET

### RESEARCH

- Overwhelmed by choice and layout
- Fresh and healthy options
- Very few customers are actually college students

Individuals are often confused because of the location



# QUALITATIVE RESEARCH: IDI SUMMARY

## KEY INSIGHTS

- Lack of signage
- Limited seating makes environment chaotic
- Need to expand their clientele

## COMPARISONS TO PREVIOUS RESEARCH

- Lack of knowledge of Blue Dogwood Market's location or existence
- Popular for its vegan options
- Due to the poor layout of the market, there is rarely any attraction to stay and eat or hangout at the market



# Further Research Opportunities

## Ethnography

- Conduct an ethnography focusing on individual vendors during an event
- Find out what draws individuals to dine at outside seating areas

## In-Depth Interview

- Survey current demographics
- Interview older demographic customer
- Post survey on website and Instagram with incentive

## Ethnography

- Familiarity with food halls
- Heard of Blue Dogwood Market
- Influence of Purchasing Decisions
- Likelihood to recommend

## Translating Qualitative into Quantitative

### In-Depth Interview

- Knowledge of location
- Ranking the vendors by preference/likelihood to buy from
- Frequency of visitation in the past 30 days
- Enticed to return



## FOCUS GROUP SUMMARY

### APPROACH

- Conducted over 45 minutes
- Participants: 50% "returning" 50% "new"
- Knowledge of previous market research
- Research > Experience

### IMPROVEMENT AND LIMITATIONS

- Seating and Layout
- Location and signage
- Hours

# FOCUS GROUP SUMMARY

## ADJECTIVES

"Alternative"  
"Local"  
"Hidden"  
"Quirky"

## ADD SUSTAINABLE OPTIONS

Building .on vegetarian,  
gluten-free, and vegan  
options

## PROMOTIONS

Craft beer during games or  
partnering with groups on  
UNC Campus

## SIMILAR TO PRIOR RESULTS

Increase brand awareness  
through signage and social  
media  
"Trail of Dogwood logo leading  
to the door"

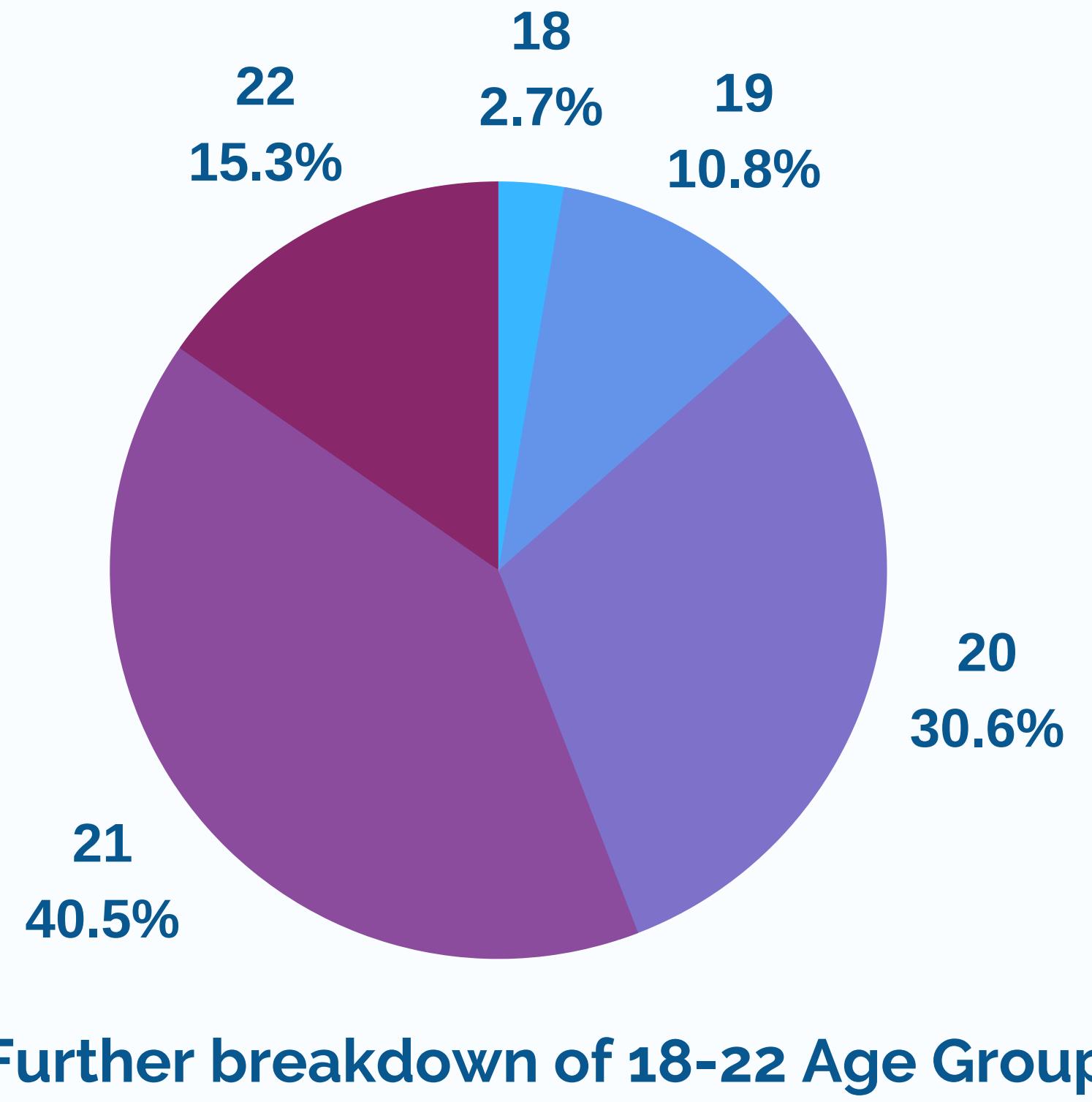
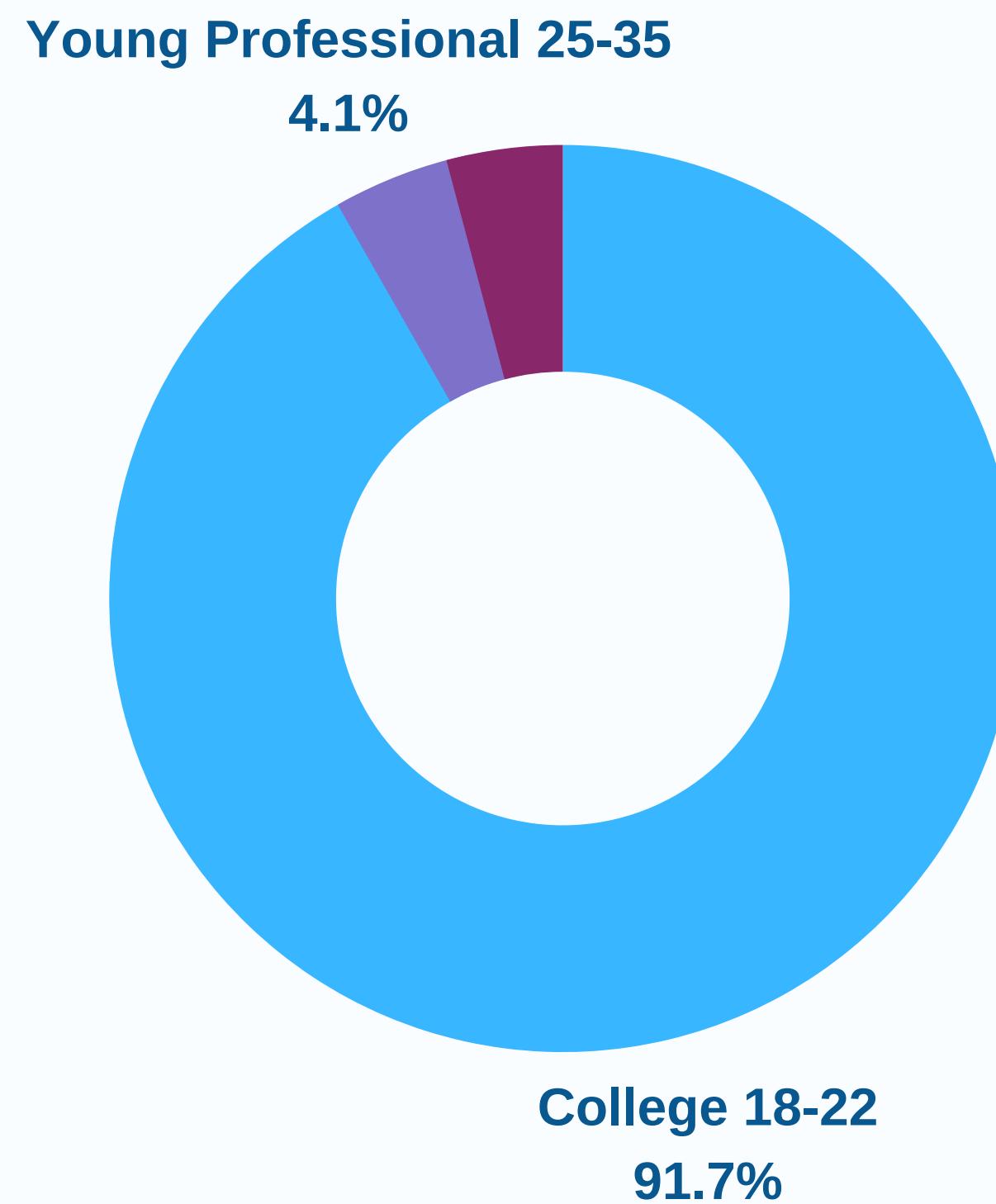
## DIFFERENT FROM PRIOR RESULTS

Emphasis on increasing  
seating for students to  
study

# Survey Results

.....

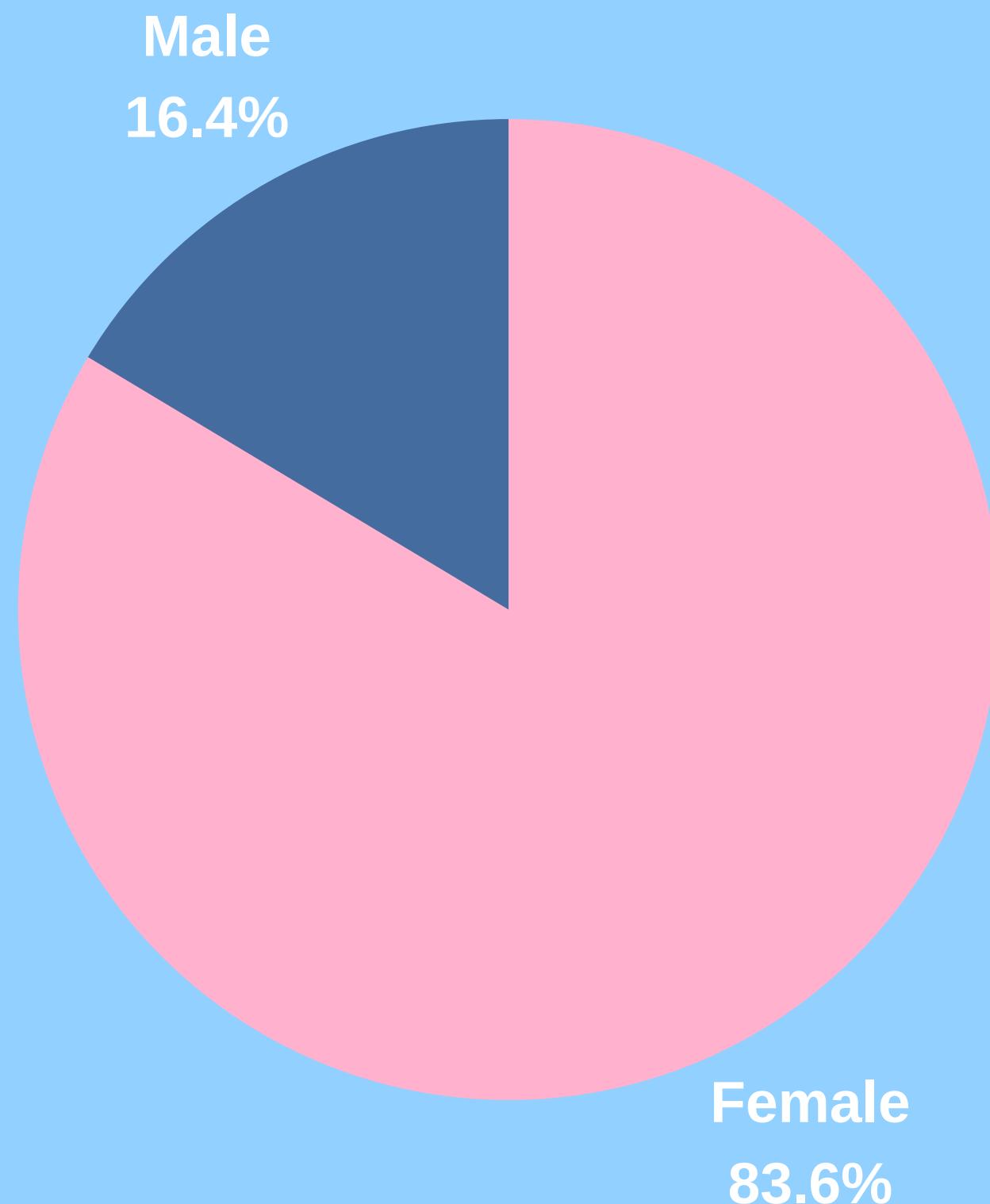
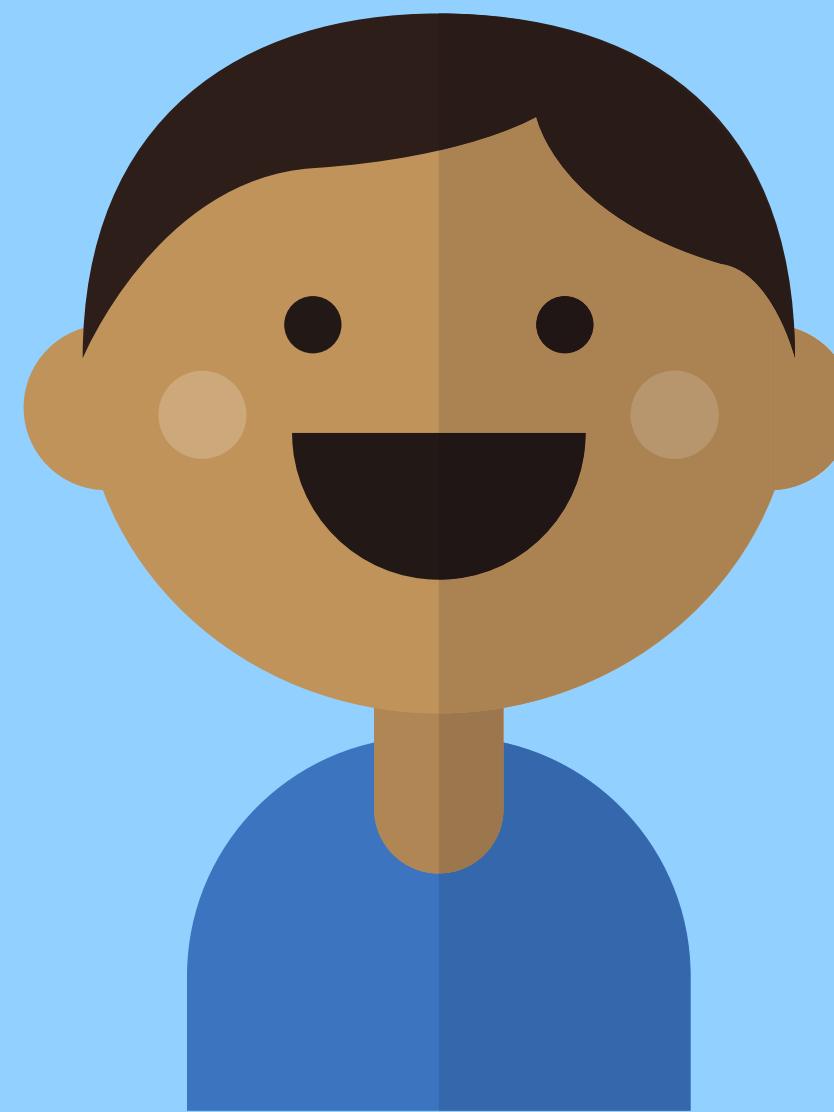
## Age



# Survey Results

.....

## Gender



# Survey Results

.....

INFLUENCE ON PURCHASING  
DECISIONS:

**LOCAL**

DAIRY FREE

VEGETARIAN

SUSTAINABLE PACKAGING

VEGAN

VEGETARIAN

GLUTEN FREE

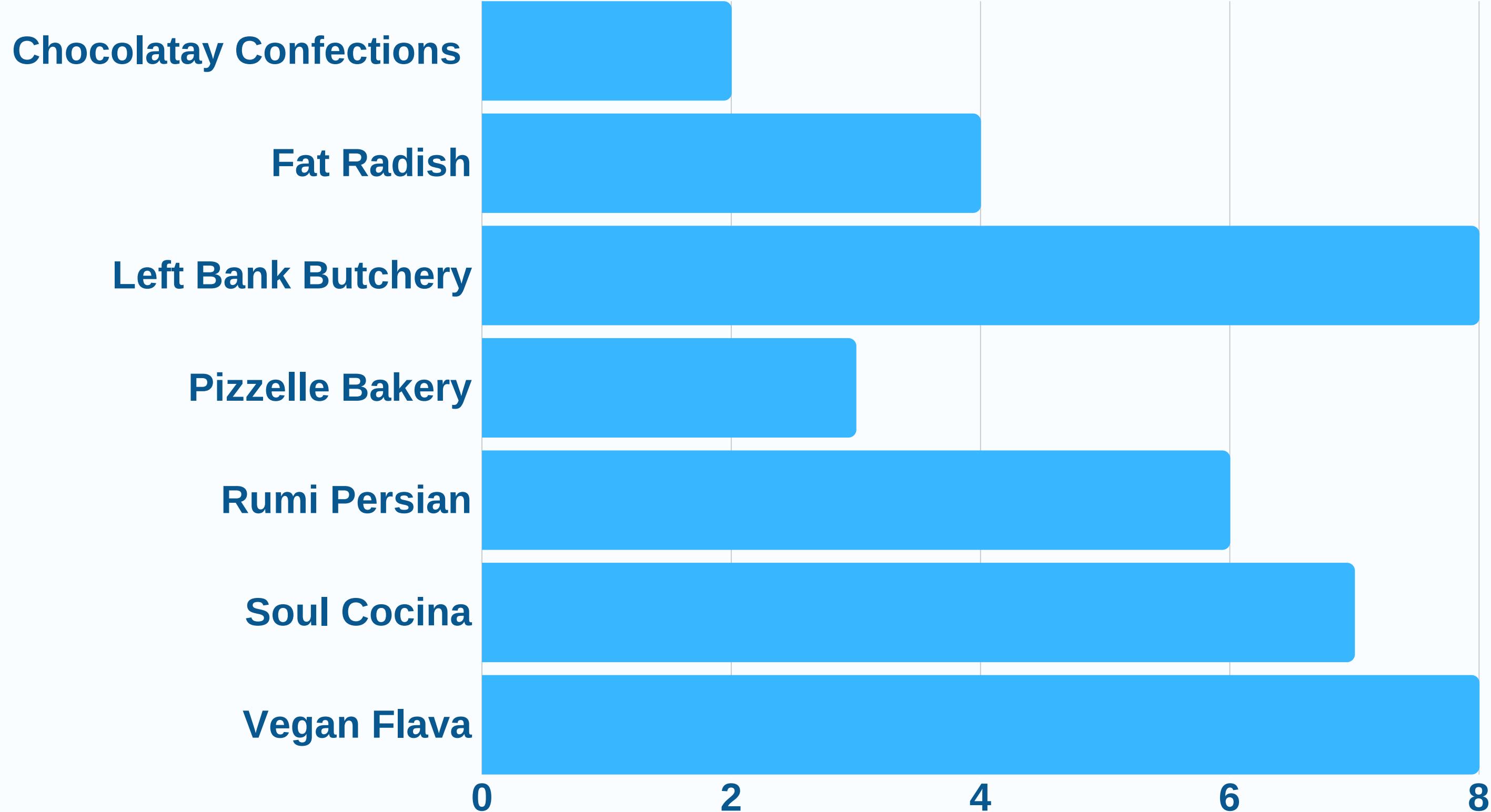
**40%**

WOULD RECOMMEND BLUE  
DOGWOOD TO A FRIEND

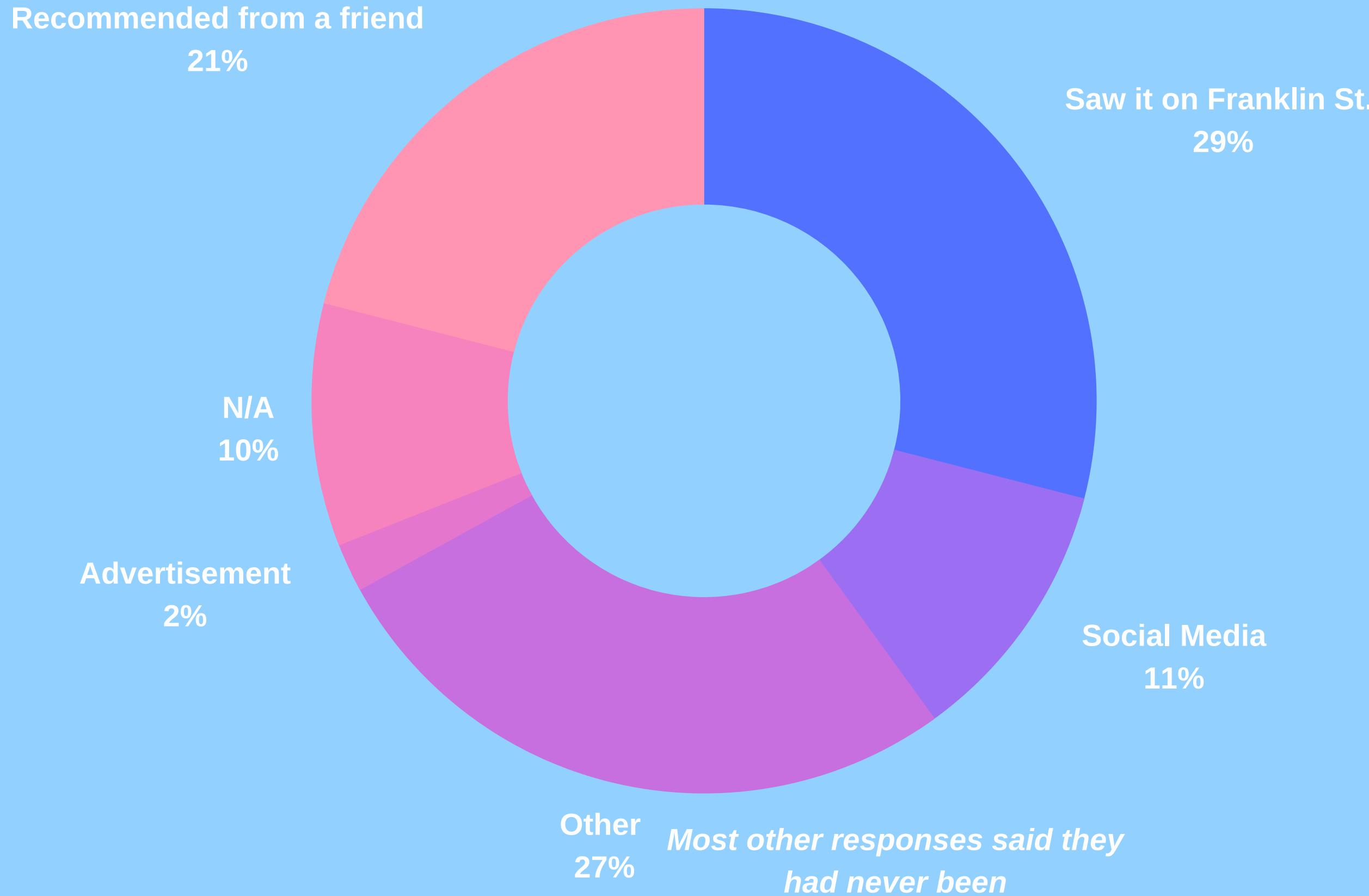


# Survey Results

RATE OF EACH VENDOR (SCALE OF 1-10)



# How People Hear of BDW Market



# Extra Insights from Respondents



On how to improve the experience at Blue Dogwood:

- Put a map of the vendors outside
- Stay open longer on Sundays (errand running)
- Consistency with which vendors are open and when
- Better lighting
- More seating



# SECONDARY RESEARCH

## INDUSTRY TRENDS

- America is in-love with gourmet food halls because of options
- Food halls cater prices to millennials: affordable and high quality

## EMERGING TRENDS

- Ordering via app and ready to pick up
- Eclectic vs Themed food halls: Specific cuisine and theme curates a unique experience
- Counter seating and communal tables

## COMPLEMENTARY OR SUPPLIER INDUSTRY TRENDS

- Sustainable and locally-sourced food



# SECONDARY RESEARCH

## COMPETITORS

### STRENGTHS:

- Diverse options
- Exclusive options not found on Franklin
- Food with a story; unique vendors
- Value of local food
- Healthy and supports dietary restrictions

### WEAKNESSES:

- Multiple options, but pricing is not conducive to choice.
- Community through technology
- Convenience of location



# SECONDARY RESEARCH

## COMPETITOR: PURPLE BOWL

- Purple Bowl utilizes social media and student ambassadors to run the Instagram page (creating high-quality, clear, purposeful posts).
- Purple Bowl's Instagrams page post photos every 48 hours along with daily stories that focus on the Chapel Hill community.
- Purple Bowl also used food samplings at different venues around campus to gain followers and customer loyalty.

# INSTAGRAM ANALYSIS



 Blue Command • Follow  
Blue Command Public Market

**blundogwoodch** Let's give 'em something to talk 'bout. Thanks to [photocreatives](#) for the lovely photo.

**blundogwoodch** Photo Journey  
Trebian Photoentrepreneur  
Woodhall Community Photo Business  
Westlocal Photochild Photo Agency  
Westside Photohouse Atlanta  
Westernating Photo Services Newark  
Muniquely Southern Photography  
Hyperium Photo Booth Photo Booths  
WestinPhotoArtistic Photography  
WestoftheRidge Photo Studio  
WestoftheRidge Photo Studio  
WestoftheRidge Photo Studio  
WestoftheRidge Photo Studio

Lots of hashtags!



 [Was ist eigentlich ein Krebs?](#)

Thinking about it I know how true this delicious you are - but fresh veggies always help. Check out [Kirsten Lourie's case study](#). Her husband is a bit of a dinner-a-breeze... .

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APRIL 11



Barcode: 999999-1000  
The Belmont Public Library

Locally crafted  
natural wood furniture  
for your home office or  
living room. We specialize in  
solid wood desks, chairs, bookshelves,  
and more. Our furniture is built  
to last.

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**bakingwithdotti**: This week, we learned all about "smoking cake" (at [Bromley&Co.](#)) and y'all, this is a game-changer! We've all been going old school with the cake baking, our cake sitting pretty on a cake stand in our kitchen till we feel like smoking on a slice. Don't feel like baking your own smoking cake? [@dottisbakery](#) can take you up with this dark chocolate chip cake - vanilla or chocolate cake layered with vanilla meringue buttercream and dipped with dark chocolate ganache. Gluten-free and dairy-free. (Please orders at least 3 days in advance, please.)

Digitized by srujanika@gmail.com

nomadonet © it's not just a cake. it's a  
concept. 

Wiederholungstechniken

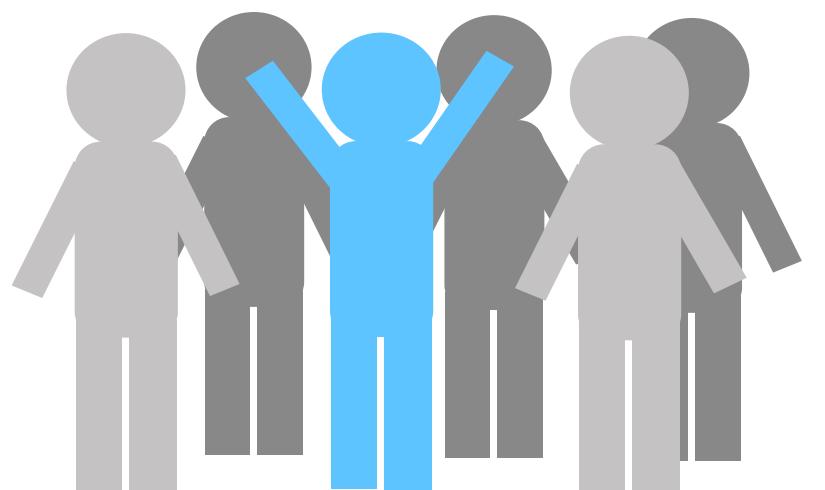
Recent reviews and  
likes





# COMPARATIVE SECONDARY RESEARCH AND OPPORTUNITIES

- “Market” has a negative connotation and is seen as a grocery store rather than a food hall or sit-down place.
- Many respondents from the survey have not been to Blue Dogwood Market, but millennials are going to food halls.
- If Blue Dogwood Market incorporated the word “food hall” into a slogan or tagline it would increase brand awareness



# Quantitative Analysis

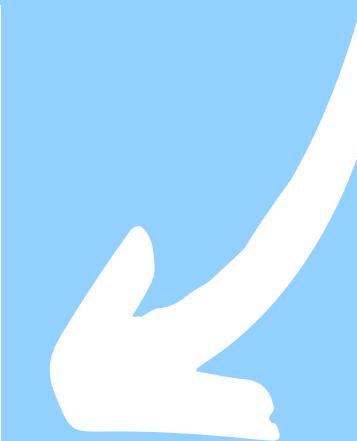
## CORRELATIONS

- Weak negative correlation between age and familiarity of food hall
- This was expected since food halls are popular among millennials
- Weak correlation can be due to small sample size

- Strong negative correlation between age and been in the last 30 days
- This is to be expected because demographics show that most consumers are college aged to young adults

### RECOMMENDATIONS

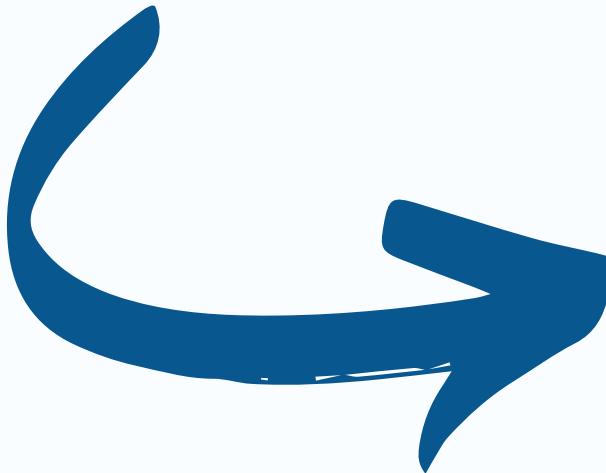
- To expand the customer demographics, target older age groups with “early bird” specials
- Advertise through newspapers, flyers and coupons around the community



# T-TESTS ANALYSIS

Large significant difference between **household income** and **likely to recommend**

There is a **significant difference** between **age** (categories 18-22 and greater than or equal to 23) and **knowledge of location**



## RECOMMENDATIONS

- Being aware of the target age can be translated to how vendors approach the communication of Blue Dogwood's mission



# CHI-SQUARE ANALYSIS

There is an actual pattern between **familiarity with food hall** and **been to Blue Dogwood Market**



Randomness is not due to chance.  
Those that have been to Blue Dogwood were previously familiar with the food hall experience.

There is an actual pattern between **knowledge of their location** and **been to Blue Dogwood Market**



Randomness is not due to chance.  
Those that had prior knowledge of Blue Dogwood Market were the individuals who have visited.

## RECOMMENDATIONS

- Build relationships with other food halls to market with each other



# MARKETING RECOMMENDATIONS

## DELIVERING FOOD

-Utilize trending delivery models  
EX: DoorDash

## IMPORTANCE OF CATERING

-Healthy options, variety of foods provide a set menu between multiple vendors to provide for a certain event

## SYNERGY WITH LOCAL BUSINESSES

-Foster community relationships to build a positive reputation  
-EX: hotels

## TAGLINE / SLOGAN

-Incorporate the word “Food Hall”

# Case Study



## Chelsea Market

- Over 35 vendors - - - from nuts to soup
- 12 sit down restaurants
- 9 million visitors per year
- 1/3 non-food related retail
  - Driving force of why Chelsea Market is so successful
  - However, food vendors is the anchor
- Located in a vibrant tourist location
- Built strong relationships with local and national media

# Measurement of Success

## Short Term Success 6 Months

- Expand demographics to better reach college community
- Have established partnerships with local businesses and
- Increased brand awareness through signs and flyers/promotions
- Increase seating

## Long Term Success 3-5 Years

- Be featured in Indy Star Review as a top food hall in North Carolina
- Built a social media following of 5,000 on instagram through consistent postings
- Expand to larger or second location to feature more vendors

# Sources:

<https://www.retailstrategies.com/wp-content/uploads/2016/12/CW-Retail-Food-Halls-Report-web.pdf>

<http://www.marinopr.com/our-work/case-studies/chelsea-market>

<https://www.bisnow.com/national/news/retail/us-food-hall-market-expected-to-triple-by-2020-87173#ath>

<https://www.google.com/amp/s/www.forbes.com/sites/michelinemaynard/2018/12/18/food-halls-are-the-new-food-trucks-and-youll-see-more-in-2019/amp/>

<https://www.finedininglovers.com/stories/food-hall-markets/>