

**CONVENIENTLY WHOLESOME,
TIMELESSLY DELICIOUS**



CREATIVE BRIEF



Our Story

RICE-A-RONI WAS BORN FROM HERITAGE, COLLABORATION, INNOVATION, AND THE BLENDING OF CULTURES.

AN INNOVATORS JOURNEY

1890

Domenico DeDomenico Migrates to America
A 19-year-old Domenico leaves Italy for America, bringing his love of pasta and traditional Italian dishes.

BEGINNING THE AMERICAN DREAM

1895-1905

California Store Expansion
Domenico Settles in California and opens a produce store, expanding over the next decade to three additional stores.

FAMILY AND BUSINESS FOUNDATIONS

1909-1912

Domenico marries Maria Ferrigno. They have three children, Tom, Vince, and Anthony. In 1912, they establish Gragnano Products Inc., supplying pasta across San Francisco.

GOLDEN GRAIN MACARONI COMPANY

1934

Company rebrands as "Golden Grain Macaroni Company," focusing on traditional pasta and establishing their family business.

RICE-A-RONI ORIGINS

1955-1958

Tom's wife, Lois, learns Armenian rice pilaf from Pailadzo Captanian. Vince suggests adapting it as a boxed product. After several years of recipe development, "Rice-A-Roni" is introduced in 1958, marketed as "The San Francisco Treat."

EXPANSION OF PRODUCT LINE

1960s-1990s

Rice-A-Roni introduces Beef and Spanish rice flavors in 1962 and Noodle Roni (later Pasta Roni) in 1964. Throughout the decades, the brand innovates with different flavors, responding to diverse tastes and dietary needs.

ACQUISITION BY QUAKER OATS

1997

Golden Grain Company is acquired by Quaker Oats, allowing for expanded distribution and product development.

MODERN EXPANSION

2012-2014

Microwave Cups and Pasta Roni options are brought to the market. Single-serve Rice-A-Roni microwavable cups launch in 2012, followed by Pasta Roni microwave cups in 2014.

TODAY

2024

Rice-A-Roni releases "Mac-A-Roni," a new addition aimed at diversifying their product line with a fresh take on classic macaroni.



SITUATIONAL BACKGROUND: BRAND POSITIONING AND MARKET INSIGHTS

Target Audience

Families, focusing on convenience and affordability.

Since 1958, campaigns have emphasized family meals and gathering around the dinner table.

Recent campaigns (e.g., “Flavor Says it All” in 2021) highlight new quick-prep products to allow more family time and less cooking time.

Modern Family Evolution

Today’s families are more diverse, international, and inclusive, prompting the brand to adapt its messaging.

Studies show family meals foster togetherness, communication, and positive traditions.

Benefits of Family Meals

Family mealtimes correlate with mental health benefits such as reduced anxiety, depression, and substance abuse while promoting resilience and self-esteem.

-FMI Foundation, n.d.

Initiatives like the Family Dinner Project support family dining by addressing common challenges such as meal planning and time constraints.

Consumer Preferences

Families choose packaged meals for taste, ease of preparation, and affordability.

Parents, particularly mothers, feel the strain of balancing cooking with other responsibilities, making convenience a top priority.

Individual consumers also value affordability and convenience due to time constraints.

Market Response

Rice-A-Roni addresses these needs with budget-friendly, easy-to-prepare products, along with meal suggestions on packaging and online resources.

The brand’s emphasis on convenience aligns with economic pressures, helping consumers manage cooking challenges and budgeting effectively.

SWOT

Strengths

Established Brand: Rice-A-Roni has been a household name since 1958, with a strong reputation in grocery stores.

Family-Centric Marketing: Consistently positions itself as a family-oriented brand, with campaigns that resonate around family mealtimes.

Convenience and Affordability: Appeals to time-constrained families and individuals seeking easy-to-make, budget-friendly meals.

Opportunities

Adapt to Diverse Family Dynamics: Modern families are more inclusive and international; adapting marketing language and products can appeal to a wider demographic.

Promote Health and Well-being Benefits: Emphasize benefits of family mealtime (mental health, resilience, self-esteem) to align with wellness-focused consumer trends.

Target new audiences: Focus on the new generation of consumers and market to them using new methods such as influencers and social media campaigns.

Lean into balanced meals: Showcase how Rice-A-Roni can be the convenient and flavorful side to a balanced meal.

Weaknesses

Traditional Image: Long-standing family-focused branding may appear outdated to diverse, modern family structures if not adapted effectively.

Limited Product Range: Known primarily for side dishes, which may limit appeal to consumers seeking complete meal solutions.

Dependence on Processed Foods: The packaged, processed nature of the products may deter health-conscious consumers who prioritize fresh, whole foods.

Threats

Changing Consumer Preferences: Growing trends toward healthier, minimally processed foods could impact demand for processed products like Rice-A-Roni.

Increased Competition: The Rising popularity of meal delivery services and ready-made meal kits presents direct competition, particularly among consumers seeking convenience.

Economic Pressures: Fluctuations in the economy and rising grocery prices may challenge affordability for consumers, even at a budget-friendly price point.



MEET EMILY

Psychographics

Personality Traits: she likes to stay busy, is loyal, and prefers somewhat flexible routines.

Values: Tradition, Family, Community, Work-Life Balance, Trust, and Flexibility.

Interests/Hobbies: Thrifting and sustainable shopping, DIY and Crafting, Content Creation, Keeping up with trends, and social media.

Lifestyle: Emily is always on the go. Likes to balance demanding work with seeing friends and family, living with a roommate, and has a close group of friends who get together frequently.

She prefers to eat at home as the cost of going out can add up. She wants

Behaviors

Shopping Preferences: Brands that reflect her personal values.

Buying Motivation: Her purchasing decisions are influenced by individualization, price, convenience, and values. She is also receptive to products and services promoted on Social Media.

Technology Usage: She owns a Smartphone, enjoys streaming media, especially YouTube or Spotify, and frequently uses Social Media - specifically TikTok.

Gaming: Emily owns a PlayStation and enjoys playing mentally challenging games. Preferred Brands: Youtube, Netflix, Amazon, Target, M&M, Nike, Ulta, Shein.

Spending Habits: Essentials at the grocery store, the majority of the budget is spent on household bills and expenses. DIY and thrifting ar

Preferred Communication Style

Tone:
Human level.

Medium:
Social Media.

Customer Journey

1. Awareness:
Social media advertisement.

2.Consideration:
Needs multiple advertisements to consider.

3.Purchase Decision:
After a week or two of think of the product.

Digital Engagement

Preferred Platforms:
TikTok & Youtube.

Content Engagement:
Views, and shares.

Frequency of Online Activity:
Daily, approx. three hours daily.

Key Influencers

Influence Channels:
TikTok.

Opinion Leaders:
Beyonce & Rihanna.

Goals

Short-Term Goals:
Find a stable job.

Long-Term Goals:
Take care of her future family.

Pain Points

Challenges:
Long work hours.

Frustrations:
Lack of work opportunities.

Needs:
Stability to settle down.

Age: 21.
Gender: Female.
Location: Chicago.
Income Level: Middle Class.
Education Level: Bachelor Degree.
Marital Status: Single.
Occupation: Entry-Level Events Assistant.

OBJECTIVE

**TO GAIN INSIGHT INTO HOW
UPBRINGING INFLUENCES
CONSUMERS' MOTIVATIONS AND
PREFERENCES WHEN PURCHASING
GROCERY STORE ITEMS, WITH A
LENS FOCUSING ON PACKAGED
MEALS LIKE RICE-A-RONI.**

RESEARCH TARGET AUDIENCE



GEN-Z



MILLENNIALS

DESIRED CHANGE

CURRENT THOUGHTS

“Packaged, boxed meals are unhealthy”

“I don’t have time to cook, i’m so busy”

“I need affordable and healthy meal options”

“I love the meals from my childhood”

DESIRED THOUGHTS

“I can incorporate Rice-A-Roni in a balanced meal”

“Rice-A-Roni is convenient, delicious, and affordable!”

“Rice-A-Roni was so was a big part of my childhood, so it is a must in my life today”

RESEARCH METHODS



**FOUR
INTERVIEWS**



**TWO FOCUS
GROUPS**

Findings: Interviews

Childhood Experience

“If I was never introduced to it as a kid and wasn't like, made like, I if I didn't think it was, like, okay as a kid, I probably wouldn't stay away from it.”

Convenience

“They're just so easy to make, and it's so accessible... It doesn't take a lot of like, brains to make... And again, coming down a price”

Nutritional Concerns

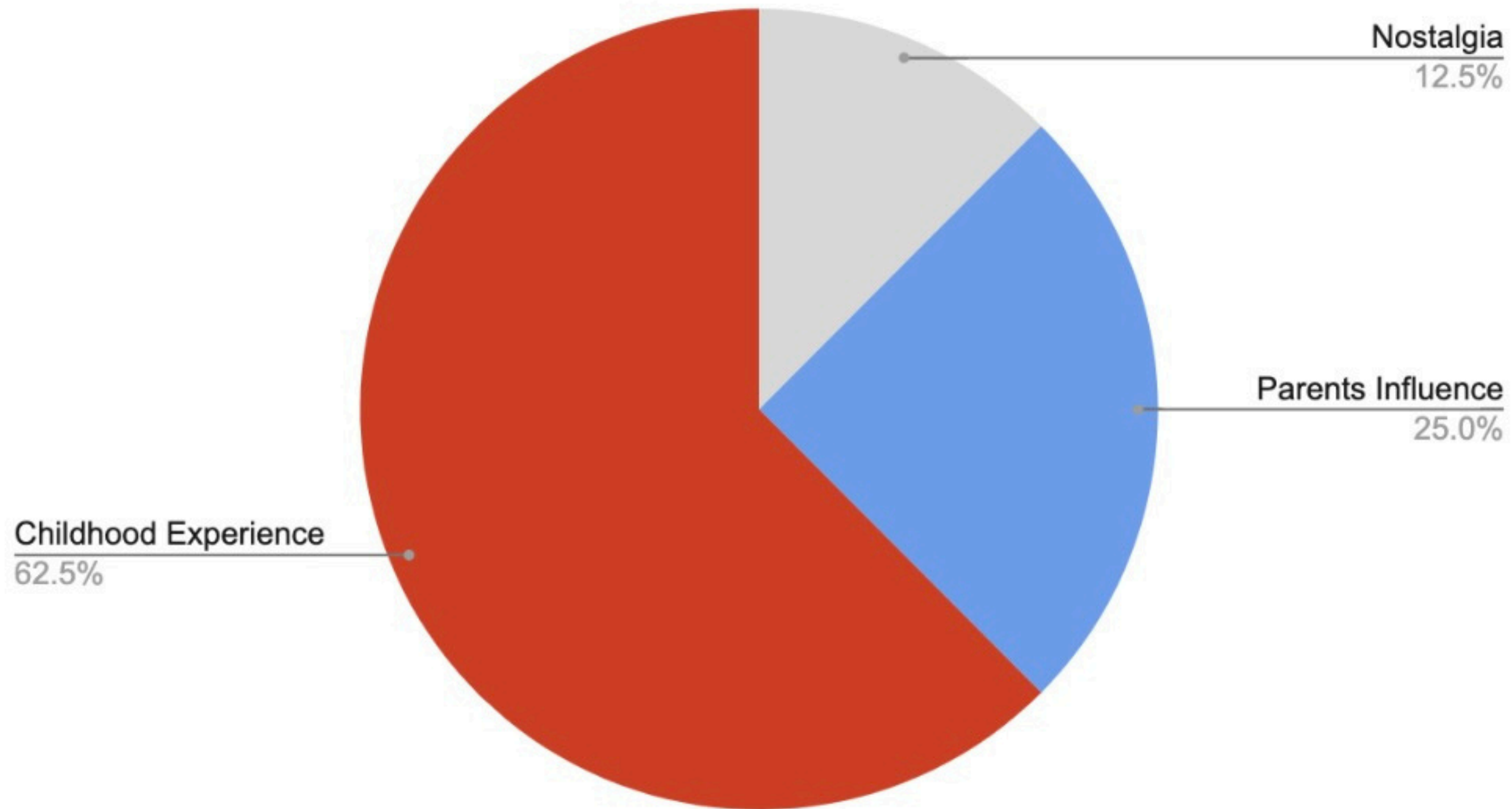
“I wish, like, the macros were better, because a lot of, like, not good stuff goes into that, and there's a lot of sodium.”

Four In-Depth Interviews

- 4 participants
- Age ranges: 19-32
- Professions:
 - Full-time students
 - Student Athlete
 - Social work intern
 - Transportation Management
- Race/Ethnicity: Latinx, White, and Black

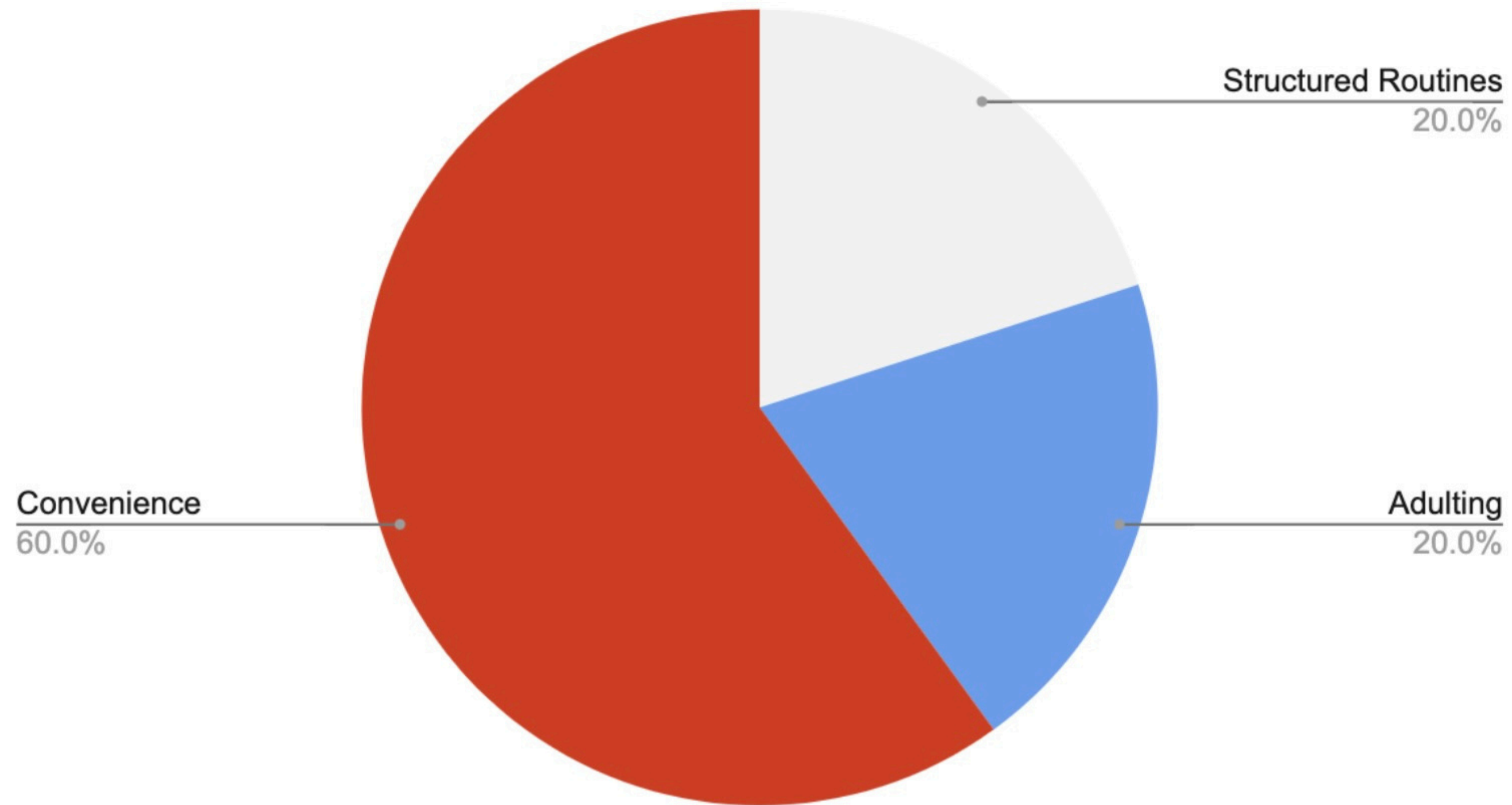
Charts Interview

Nostalgia Consumption Answers



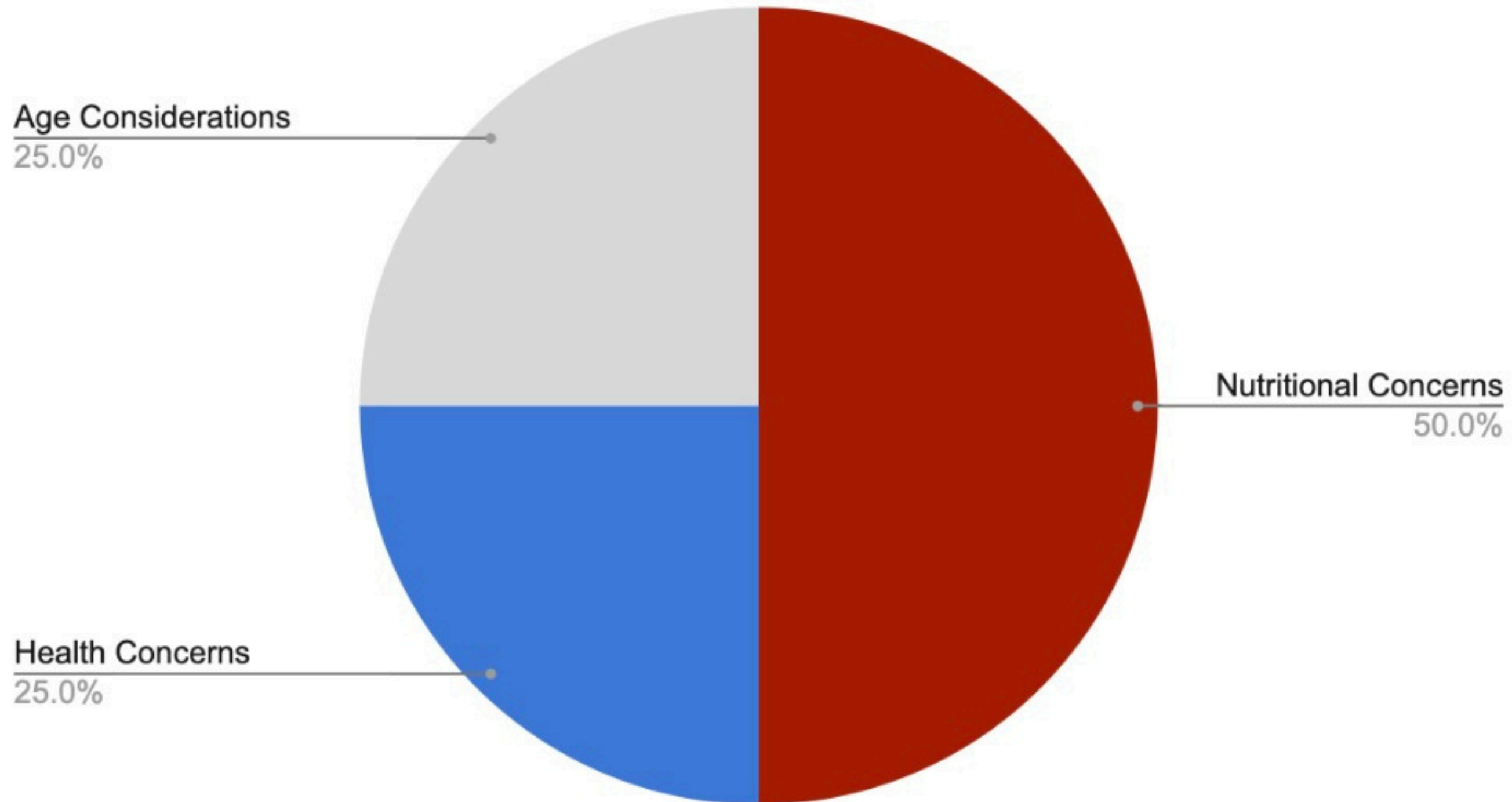
Charts Interview

Lifestyle Consumption Answers



Charts Interview

Concerns



Findings: Focus Group

Nostalgia

“One day out of like, nostalgia, I put some water and threw one of those on the microwave, and it was, it was good, yeah, missed it, for sure.”

Convenience

“Five days a week, and I like the idea of meal prep, but to be honest, I don't do it that often because it takes a lot of time for me.”

Health Concerns

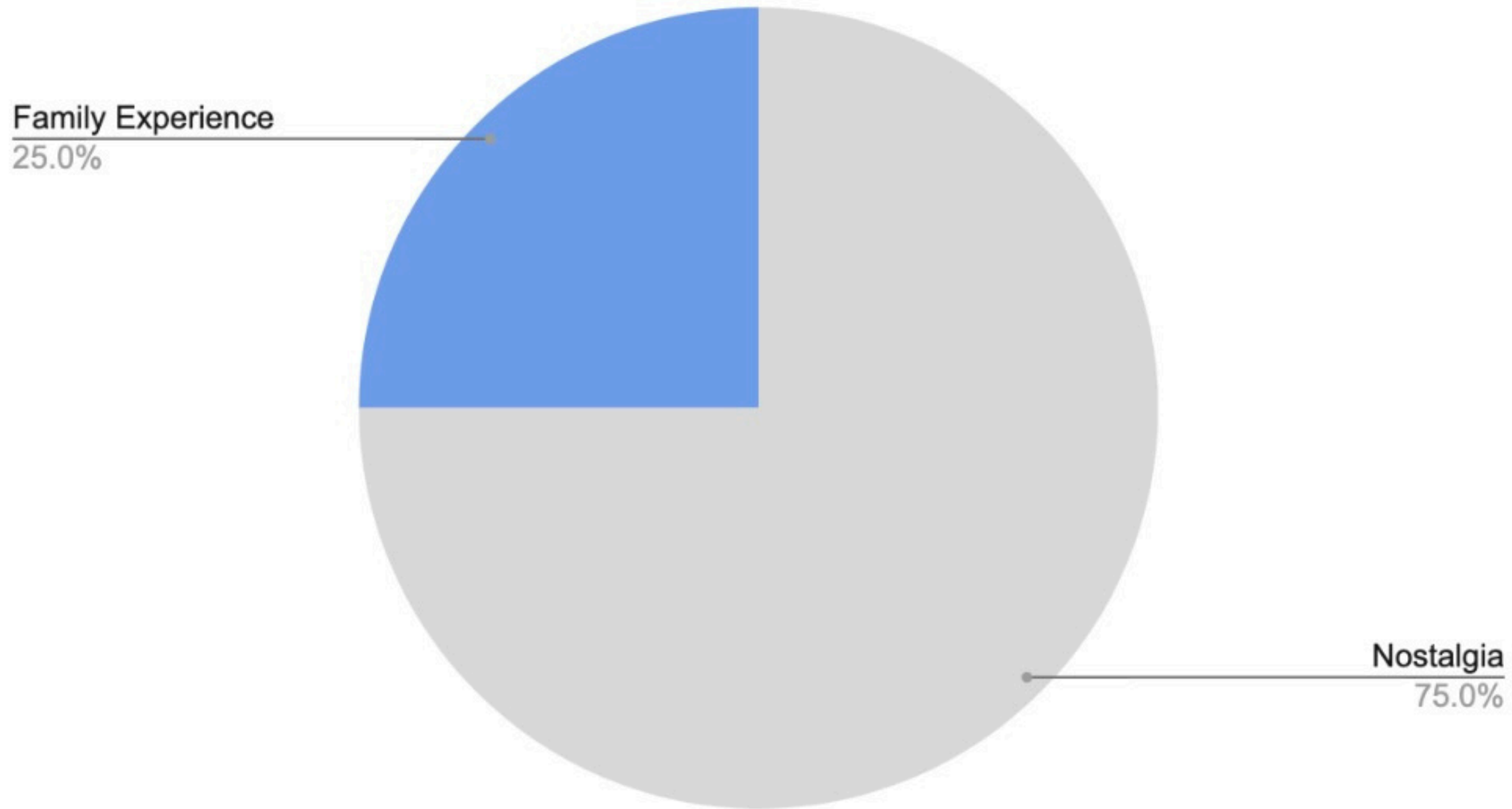
“It produces a lot of waste, a lot of like, single use plastics and stuff. For sure, I don't like that part.”

Two Focus Groups

- 9 Participants
- Age ranges: 19-32
- Professions:
 - Full-time Students
 - Social Work Intern
 - Youth Tutors
 - Business Analyst
 - Event Coordinator
 - Personal Trainer
 - Lawyer
- Race/Ethnicity: Latinx, Asian, White, and Black

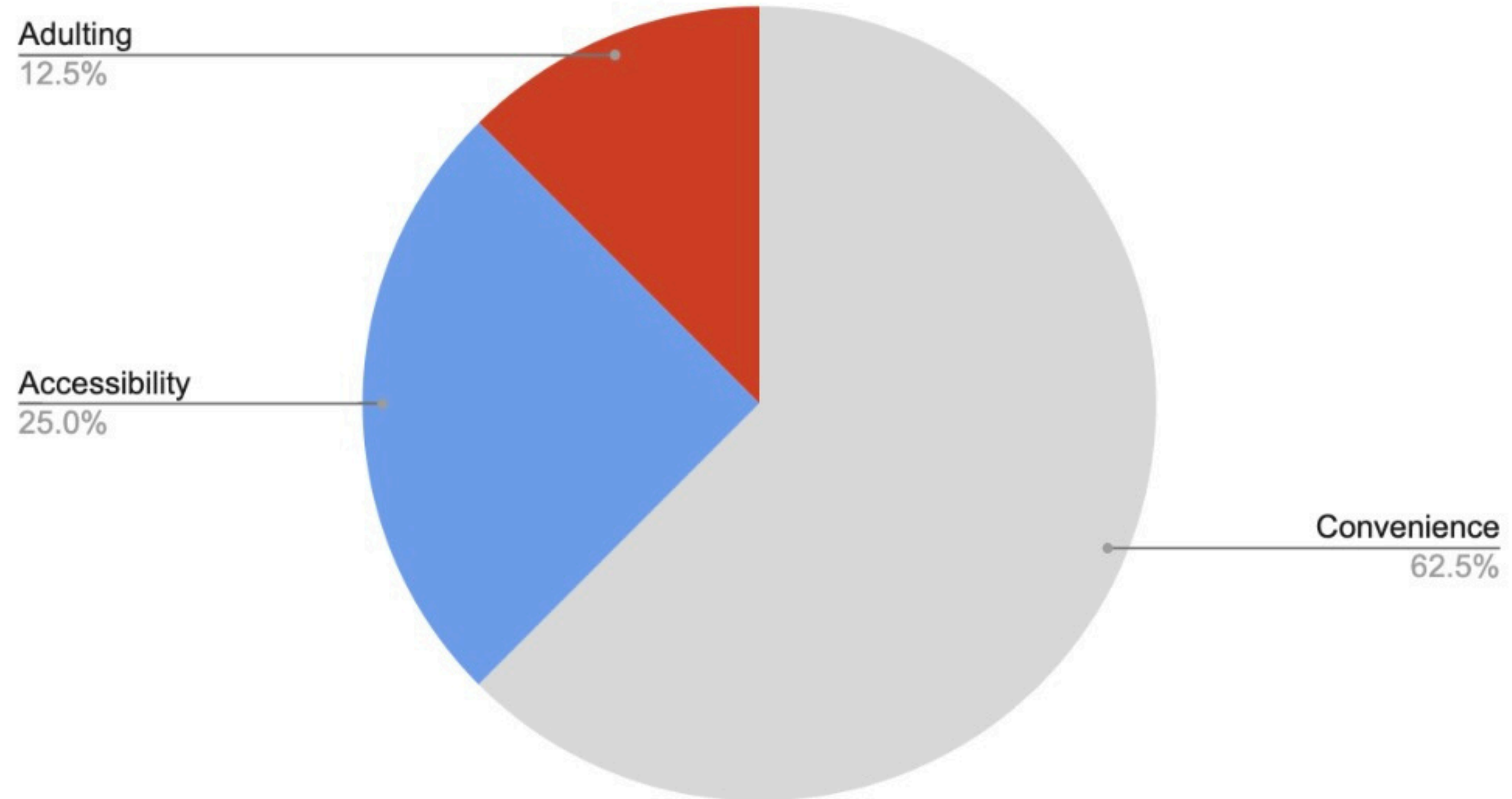
Charts Focus Groups

Nostalgia Consumption Answers



Charts Focus Groups

Lifestyle Consumption Answers



Charts Focus Groups

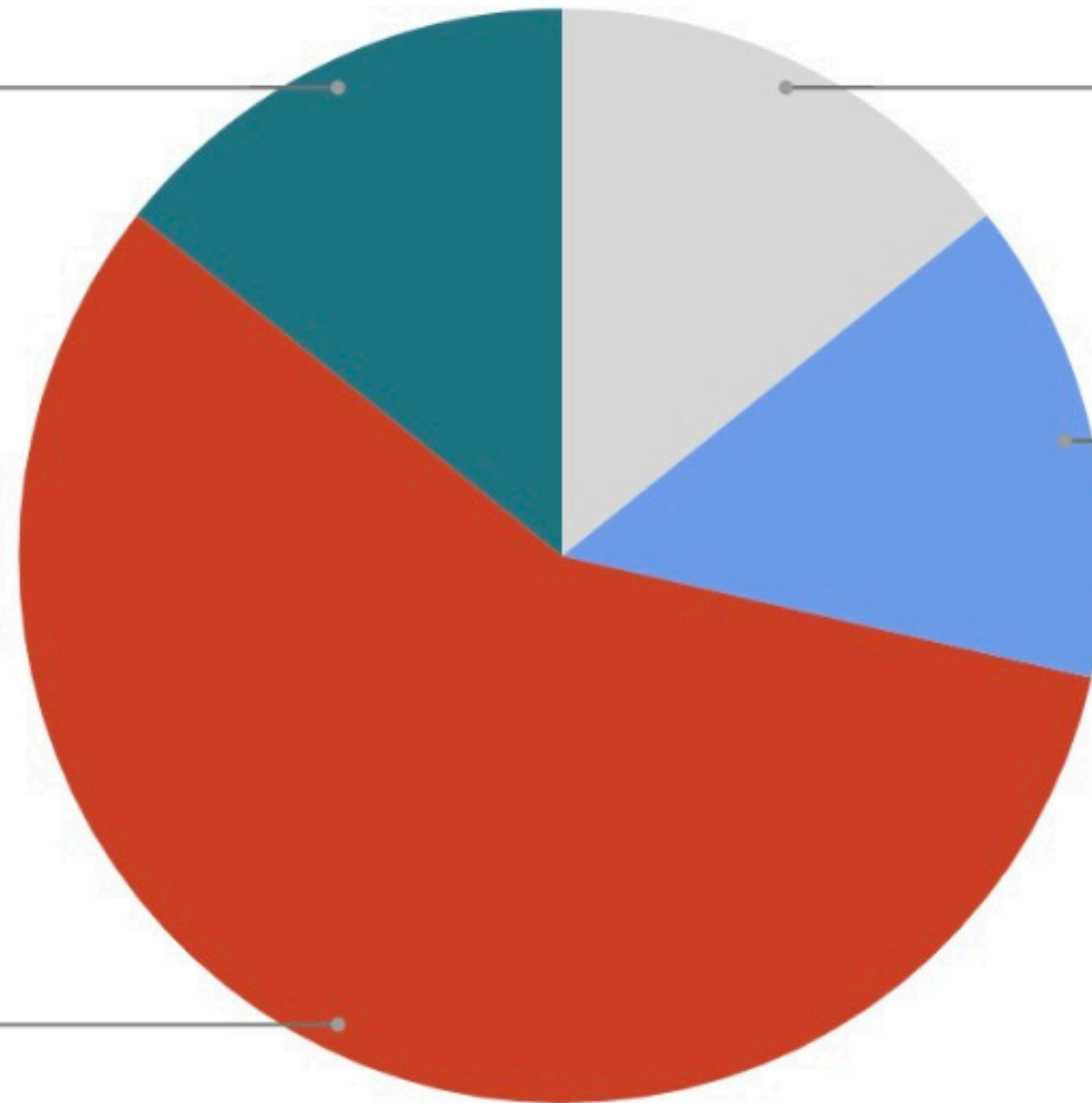
Concerns

Conflicting feelings
14.3%

Lack of consistency
14.3%

Difficult use
14.3%

Health concerns
57.1%



Key Insights

Nostalgia is a time machine for shoppers

Convenience is a driving force for younger consumers

Convenient meals can still be health conscious





SUGGESTED CHANNELS AND APPLICATION

PAID MEDIA

- Commercial Ad
- Print/Digital Ad
- Influencer partnerships



@dollartreedinners

128
Following

1.5M
Followers

36.8M
Likes



@lazypotnoodle

0
Following

3.5M
Followers

97.3M
Likes

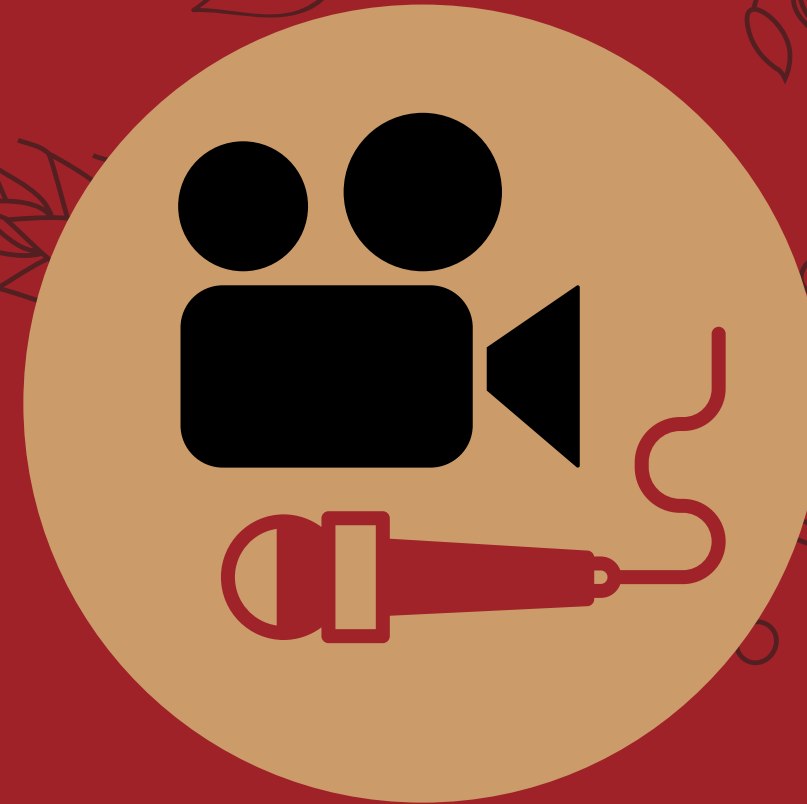


EARNED AND OWNED

**Sponsoring
University and
Community Food
Pantries**



**Pop-Up Activations
Events**



News coverage



SOFT REBRAND MARKETING ASSETS

NUTRITIONAL ADJUSTMENTS

INGREDIENT TRANSPARENCY

SUSTAINABLE PACKAGING

- Rice-A-Roni remains an iconic brand, with its familiar red packaging evoking family memories.
- Consumers appreciate its affordability, convenience, and versatility. However, to meet new demands for sustainable, less processed foods and inclusive marketing, companies must adapt or risk losing market share.
- Our data and recommendations can help keep Rice-A-Roni a consumer favorite.



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