

INSTRUCTIONS:

With your group, select a company from this list:

- Patagonia
- Ben and Jerry's
- Warby Parker
- Allbirds
- Lemonade, Inc.
- Vital Farms

Student Names (First & Last)	Company	AI Prompt and Summary	Statista: (consumer data)	IBISWorld: (industry data)	Pitchbook: (company data)	What did you observe about using the four tools together? What are strengths and weaknesses of each?	What is a unique piece of market research information that would be helpful to your client today? Why?
Example: Wendy Pothier	Nike	Tool: CHATGPT Prompt: What is the current marketing strategy for Nike? Summary: The answer lists out "Nike's marketing strategy blends inspirational storytelling, athlete partnerships, cultural relevance, and digital engagement. It sells more than products—it sells motivation, identity, and lifestyle." Focus is on narrative—no data was listed.	• Nike's branding resonates more with Millennials • Nike generally appeals to men more than women • Among Nike enthusiasts, 34% fall under the high-income category • Among Nike fans, 42% state that they get excited about shoes • 86% of Nike owners display loyalty towards the brand Statista had a consumer "Brand Awareness Report" on Nike that provided detailed customer data.	Nike is #1 market share holder in athletic and sporting goods manufacturing with about 14%, but it is decreasing. Their area of growth in market share is online sporting apparel sales - currently at about 7%.	Unique Website Visitors 12,068,309 trailing 7 day average as of 05-Jul-2025 Mobile Reviews 1,699,003 4 Star mobile rating of mobile app		Market Share Growth is negative: -1.4% Market share growth for Nike, Inc. falls in the bottom 50% of their industry competitors. This factor seems to be a key focus to bring forward to the client for their consideration on how to change the current direction of declining market share.
Ryan Caldon, Owen Sadowski, Henry Hartford, Sean Quinn, Matthew Solan	Allbirds	Tool: Chat GPT Prompt: What is the current marketing strategy for Allbirds?	• Allbirds primarily targets eco-conscious consumers 18-44 with middle to high incomes, especially those in urban areas. • In a 2021 report it shows a high net promoter score	• In the past 5 years, there has been a 5% increase in growing businesses in the footwear market. • The expansion of	• US \$6.48 on NASDAQ • HQ in San Francisco, CA • 542 total employees • 1.24% weekly growth (87 %ile)	IBIS world Strengths: Strong industry info, Industry wide numerical data (revenue, employees, number of business, top competitors), IBIS World Weaknesses: Broad search bar, grouped into industry	Allbirds are ranked high in sustainability Over 50% of sales in 2020 were repeat customers A report from 2023 showed that

		Summary: Allbirds has relaunched under the "Allbirds by Nature" platform, focusing on sustainability, comfort, and simplicity. Campaigns like <i>Effortless by Nature</i> (with influencers like Stanley Tucci and Melissa Wood-Tepperberg) emphasize consistency across ads, stores, and digital. They're improving ROI with more efficient performance marketing, redesigning their website and retail stores, and rolling out 19 new products this year. Internationally, they've shifted to distributor partnerships and closed underperforming stores to streamline operations.	of 86. 53% of sales in 2020 came from repeat customers - In a 2023 report it shows that 62% of Allbirds customers are environmentally conscious Spearman, Jack, et al. <i>Brand KPIs for sneakers: allbirds in the United States: Consumer Insights report</i>. Statista, Dec. 2024..	popular fitness trends like running, CrossFit and yoga has driven a notable boost in sales of specialized athletic footwear. - In the next 5 years, it is projected to grow another 1.5% in total footwear business in the market - The athleisure trend boosts demand for stylish, multifunctional athletic shoes \$26.9bn revenue	- Annie Mitchell (CFO) - Timothy Brown (CO-founder) - Travis Boyce (VP) - Website visits this year have varied from 240,00 - 320,000 - Substantially larger website traffic than industry averages, ~35X - Business Revenue in 2024 was 1,020,000 while total revenue was 8,750,000 - They are ranked in the 34th percentile for sustainability in footwear - One investor and parent company - Unilever	(too broad), not always up to date with fast moving companies Pitchbook is great for finding niche data on a specific company, NASDAQ data, employee data IBIS world and pitchbook can work together to find numbers to compare the industry numbers vs company numbers, compare company employees to industry employees, company employees vs company employees AI is a powerful tool to get a scope of what your company is and what they do and can provide some pretty good data if it is a public company. However, it struggles to access data from privately owned companies. Great starting point but it is not an ending point in terms of research. - Statista strength: Has a wide range of statistics about just about anything. The sight is easy to use as it has charts and an easy search engine to find and visualize data. Lastly it is a trusted source. - Statista weak: A lot of the data can cost a lot of money for some users. Some data might not be up to date	62% of customers are environmentally conscious More than half of consumers do not believe brands' "green" claims. They are looking for genuine transparency and proof, rather than just marketing. This data highlights the company's focus on sustainability as well as consumers' desire for environmentally friendly products. This could be a major insight for determining target market and segmentation. If the company can successfully communicate sustainability in their operations and brand image, then they can boost performance.
Lauren McCullough, Rose Layton, Sally Koscho, Carly Quill, Marlie Fitzgerald, Shauna Sullivan, Natalya Berlind, Paige Spencer	Ben & Jerrys	Tool: CHATGPT Prompt: How is Ben and Jerry's currently marketing their products	- With unit sales of approximately 176 million, Ben & Jerry's was the leading brand of ice cream in the United States in 2023. - Ben & Jerry's's branding resonates more with	Unilever NV (the umbrella company that owns Ben and Jerry's) holds a market share of 12.5% in ice cream production in the U.S. They are responsible for 1.6 billion dollars in the industry's revenue in 2025	\$1,020,000 business revenue; \$8,750,000 total revenue 600 employees - Founded in 1978 - The company was acquired by Unilever	Strengths and weaknesses of AI: Although it is a good starting point, AI is not always accurate and does not have access to certain databases that contain important information which results in broad responses.	Ben and Jerry's market share has been steadily increasing since 2022, but then it dipped back down and began to decrease since 2024. This information is important as with the beginning knowledge

		Summary: Ben & Jerry's marketing is a multi-channel tapestry: bold activism, sustainability, and brand storytelling are interwoven with digital precision and lasting tradition. This approach keeps them both relevant and authentic in an evolving market. Would you like to explore any campaign or strategy in more detail—like their use of influencers, flavor collaborations, or digital analytics?	Millennials - Ben & Jerry's generally appeals to women more than men - Among Ben & Jerry's enthusiasts, 35% fall under the high-income category - 84% of Ben & Jerry's consumers display loyalty towards the brand - 43% of people get excited about eating ice cream - 39% of people like to try out new and innovative ice cream - 18% of people believe sustainability is important when it comes to ice cream	so far. Their market share has decreased by 4% in the past year, but their annual revenue has been steadily increasing since 2022.	for \$366.20M on May 15, 2000	Strengths and weaknesses of Statista: it makes the data easy to understand and read. However, it is very surface-level data and doesn't go into depth. Strengths and weaknesses of IBIS: Offers very specific information about different industries, but you need to dig a little bit more to find exactly what you are looking for Strengths and weaknesses of Pitchbook: A wide variety of data with insightful unique statistics on specific companies. But the sight can be overwhelming and confusing.	that ChatGPT gave us we know Ben and Jerry's is a brand that values sustainability and bold activism. The different websites' data can be used to move into and support their brand mission, vision, and goals.
Martha Bellet, Kylie Gates, Katherine Nolan, Serena Borges, Kenna Olsen, Julia Gronda	Patagonia	Tool: CHATGPT Prompt: How does Patagonia's focus on the environment affect customer loyalty? Summary: Patagonia's focus on the environment strengthens customer loyalty by showing that the brand values more than just profit. Through efforts like using recycled materials, running the <i>Worn Wear</i> program, and promoting campaigns such as <i>"Don't Buy This Jacket,"</i> Patagonia proves its commitment to sustainability. This authenticity builds trust and makes customers feel good about supporting the company. As a result, many people stay loyal to Patagonia and recommend it to others	• Patagonia's brand awareness is 57% • In total, 28% of U.S. outdoor fashion owners say they like Patagonia. However, in actuality, among the 57% of U.S. respondents who know Patagonia, 49% of people like the brand. • In total, 28% of U.S. outdoor fashion owners say they like Patagonia. However, in actuality, among the 57% of U.S. respondents who know Patagonia, 49% of people like the brand. • Geographic breakdown: Heavy in coastline states in the US. Ex: Heavy in Florida and California Statista had a Brand Awareness report that provided data about consumer behavior and how well	• Hiking and Outdoor Equipment Industry • Revenue is set to increase 1.8% in the next five years. • Industry experienced rapid growth during pandemic • 2025 revenue growth has declined by 2.6%	• This company has a weekly growth rate of 0.62% • The above company averages website growth. In the 100th percentile for website size and the 50th percentile for weekly growth in their industry.	• We found that using all four tools is helpful because we are able to gather various information about a company in different ways. We are able to find information about consumers, the company itself, and its industry (similar businesses around it). All of this data gathered helps us understand and answer the market research question that was given. IBIS Strengths and Weaknesses: • See the industry as a whole. • See the future market growth. • Not specific to patagonia and their brand. • Not completely accurate growth/ decline because	During the pandemic the hiking and outdoor equipment industry experienced rapid growth because of travel restrictions. Since then it has been declining. The revenue for 2025 had declined by 2.6% This information would be helpful to Patagonia because it keeps them up to date on market trends. It also keeps them from overproducing and allows them to stay aligned with their values/customer needs.

		because they share its values.	customers like the product.			not specific to the company. Statista Strengths and Weaknesses: • The statistics are provided in an easy to read format • Shows how the number of Patagonia's users compares to other brands • Not very specific with its statistics. We know the numbers but not the depth of the numbers and who specifically is using patagonia PitchBook Strengths and Weaknesses: • Specific Data on Growth Rate and Web Visitors • Customizable with making it specific towards the industry or similar companies • Data may be confusing, lack of explanation when data is given • It is hard to tell where the company excels in and where they need to improve, it could have better indicators to the user.	
Andres Velasco Emma MacMillan Hannah Stewart Lucy Jimenez Darius Bubacz	Vital Farms	Tool: Chat GPT Prompt: What is Vital Farms' marketing strategy? Summary: Vital Farms' approach blends values-driven storytelling with tangible operational strength—crafting a compelling narrative of ethics, authenticity, and reliability. That emotional resonance, backed by substance,	• In the egg industry only 24.2% of market share is cage-free eggs • 4.6% of market share in the egg industry is cage-free eggs • Private label egg brands has a staggeringly high amount of unit sales compared to most other brands, with 402 million unit sales. • Vital farms unit sales is only 14 million unit sales in comparison	- The egg industry reports \$19.7B in revenue annually, with 7% of the industry being organic and pasture raised eggs. - The competition is decreasing in the market. - The egg industry has been growing over the last 5 years, but is predicted to fall in	- Vital Farms reported \$184.77M in quarterly revenue (25.36% growth YoY) and \$26.89M Normalized EBITDA as of June 30, 2025 - Unique Website Visitors 22.6K trailing 7 day average as of 07-Jun-2025 - 44,685,980 Total Shares Outstanding As of 04-Aug-2025 - 92.80% 13F Ownership As of	- When using IBISworld and Statista there was very limited information on the egg industry. - Although there was limited information, the documents that were given had information that isn't available on the internet. This made it helpful to find statistics and other data about the egg industry. - Chat GPT is helpful when starting off our research,	Gen Z and newer companies are focusing on sustainability more than past generations. Research shows that sustainability is something consumers consider when choosing which products to buy. This is good for Vital Farms and their customers because Vital Farms carries out this mission, and can hope for a greater market share as consumer interests shift.

		sets its marketing well apart in the crowded CPG space.	Pasture raised egg sales are growing at a rate of 20%. Conventional egg brands has a negative growth rate of .6%.	the next 5 years The price of eggs has spiked in the past year. A 57.7% change in price puts our consumers in a position to pay extreme prices or seek alternatives.	31-Aug-2025 301# of 13F Holders As of 31-Aug-2025 - Existing shareholders sold a 12.68% stake in the company (NAS:VITL) for \$151.25 million on November 12, 2020. A total of 5,000,000 shares were sold at a price of \$30.25 per share. The company will not receive any proceeds from the offering.	- but it isn't always accurate and has limited information. - Pitchbook has a wide variety of data related to VitalFarms. From 2007, when the company was founded, to today you can find just about everything. Even though the data is plentiful there is so much that it can be overwhelming at times. The contents page helps keep you organised and helped me sort through the companies financials and valuation methods easily. - Statista was helpful for visualizing some data on the industry at large but had little to no readily available information on Vital Farms.	Vital farms also has a goal to be operating at 100% capacity for regenerative farming by 2026, and they are 48% to their goal. An additional goal is to reduce greenhouse gas by 25% by the end of 2027, and they are currently at 17.7%.
Joe Cocozella Connor Perreault Vincent Giovinnelli Marcus Fontecchio Hugh Lynch Stephen Thorne Matt Ferreira	Warby Parker	Tool: ChatGPT Prompt: What is Warby Parker's Marketing strategy Summary: Warby Parker's marketing strategy centers on offering stylish, affordable eyewear while creating a socially conscious brand identity. By adopting a direct-to-consumer model, the company bypasses traditional middlemen, keeping prices accessible and customer experience seamless. Its innovative Home Try-On program and virtual try-on technology reduce purchase risk and enhance convenience.	2.6 million active customers 60% women customers 40% men - Age group is 25-34 53% of net sales in 2020 came from repeat customers so they have loyal customers - Most customers are in households earning \$50,000-\$120,000 per year, middle to upper middle income categories	Warby Parker is a leading eye wear company that focuses on being accessible. There total revenue is 20.9 billion and their revenue growth has gone up 2.8% in 2025, their profit margin has decreased 5.1% since 2020 and their total profit has dropped 2.3 percent in that time frame. In this time their wages have gone .5% and are continuing to grow.	- Looking to get a \$75 million grand from google as development capital - The company raised 3.11 Billion on the NYSE from its IPO - Revenue is growing at over 10% per year, over 14% so far in 2025 - Almost 3800 employees as of Jan 1st 2025 - Their current enterprise value is \$3.02B	Strength and weakness of Chat GPT: Ai is very good at doing a general overview and a key take aways but it isn't very good at finding useful statistics for warby parker. Strength and weakness of statista Statista can give very detailed data and graphs based of any question you ask it. A downside is that there is hardly any interpretation of the data leaving you to decide for yourself Strength and weakness of IBISWorld IBIS World doesn't have a lot of information about Warby Parker. It focuses mainly on the eyewear industry as a whole. It mentions Warby Parker briefly in the performance tab, but doesn't tell	Warby parkers market share has been steadily increasing since its founding in 2010. From 2017 to 2021, warby parkers market share rose from 4% to 7%, while one of their key competitors market share fell from 5% to 39%. This is likely due to the covid 19 pandemic, as warby parker had a strong online presence, where customers could virtually try on and purchase glasses, without the need to visit stores in person.

						you much about the company, other than information that you probably already know. Strength and weakness of Pitchbook. Pitchbook has a wide variety of data related to web usage that would be helpful to a marketer that would show how their web traffic is doing.	
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