

Market research

Context: I work at a pizza place and one kind of pizza we sell is unique, it's what we call an uncooked or a ready-to-bake pizza. What's an uncooked pizza? It's a pizza the customer can cook themselves at home. They place an order, we make it, they cook it. Very simple yet no other place in the area sells this (99% sure).

When buying any pizza you look for two main factors: 1. The quality of the pizza and 2. The convenience.

What I mean by quality: simply the taste, ingredients, the cooking...

What I mean by convenience: where and when you can eat it.

People are used to only having one of these two. It's almost like if you have one you can't have the other. Unless you get uncooked pizzas.

When you buy a fresh pizza, you're kinda forced to eat it right away or else it's not going to stay as good. Plus if you want a pizza somewhere they don't sell pizza, you're out of luck. Ex: camping at your cottage for the weekend (very popular where I'm from), you live far from the city (30 minutes + away and no good pizza place nearby or none at all).

But when it comes to not eating it right away, for many different reasons, people usually buy frozen pizza. The quality is not there but as long as you have an oven you can cook it up yourself and eat it anytime. So...

Fresh pizza: 👍 quality 👎 convenience

Frozen pizza: 👎 quality 👍 convenience

But with an uncooked pizza the convenience of the frozen pizza is there while the quality stays the same as one from the pizza shop. Therefore:

Uncooked pizza: 👍 quality 👍 convenience

My question. I need your opinion:

I want to make facebook and instagram ads promoting these pizzas.

Should I:

1. Promote the quality compared to the frozen pizza
2. Promote the convenience compared to fresh pizza from the shop
3. Do both separately (1 ad for each)
4. Do both in one (personally I don't think this one is a good idea)

4 questions

Who exactly am I talking to?

Where are they at right now?

What actions do I want them to take at the end?

What steps do they need to take to get there?

Sophistication and awareness

Sophistication stage:
Problem aware:
Solution aware:
Product aware:

What kind of people are we talking to?

Approximate Age range?
Occupation?
Income level?
Geographical location?
men or women?

Painful Current State

What are they afraid of?
What are they angry about?
Who are they angry at?
What are their top daily frustrations?
What are they embarrassed about?
How does dealing with their problems make them feel about themselves?
What do other people in their world think about them as a result of these problems?
If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
Who do they want to impress?
How would they feel about themselves if they were living in their dream state?
What do they secretly desire most?
If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values and Beliefs

What do they currently believe is true about themselves and the problems they face?
Who do they blame for their current problems and frustrations?
Have they tried to solve the problem before and failed?
Why do they think they failed in the past?
How do they evaluate and decide if a solution is going to work or not?
What figures or brands in the space do they respect and why?
What character traits do they value in themselves and others?
What character traits do they despise in themselves and others?
What trends in the market are they aware of?