

Analyze The Top Market Player

1. Perform full research on their target market and avatar. ✓
2. What are the reasons their customers decide to buy? ✓
3. How are they getting attention? ✓
4. How are they monetizing their attention? ✓
5. What is this brand doing better than anyone else? ✓
6. What mistakes (if any) are they making? ✓
7. What can other brands in the market do to win? Or not do to win? ✓

Market/Niche:

meal prep services with weekly menu rotations

Top Players:

- Trifecta Nutrition
- Blue Apron
- Sun Basket
- Freshly

- Hello Fresh

(According to NBC site as of June 21, 2023) [best-meal-kit-delivery-services-ncna1287814](#)

Best meal kit service overall: Home Chef

Best prepared meal service overall: CookUnity ??

Best service for beginners: Blue Apron

Best gluten-free service: Splendid Spoon ??

Best vegetarian and vegan service: Purple Carrot ??

Market/Avatar Research

Who exactly are we talking to?

9-5 workers with families/busy professionals working 9-5

What kind of people are we talking to?

- Men or Women?

Men + women

- Approximate Age range?

Mid 20s early 30s

- Occupation?

9-5 worker (possibly has family or in a relationship)

- Income level?

35k to 60k

- Geographical location?

United States

Painful Current State

- What are they afraid of?

I used to get so much anxiety around grocery shopping, I'd even have nightmares about it

- What are they angry about? Who are they angry at?

When you open the box do it by sink. One of the ice packs broke and that goo is slippery snot.

That's not all. Make sure you open all the bags and inventory your ingredients as there were missing items (meat missing twice) in the orders I received after the first.

- What are their top daily frustrations?

I don't mind cooking, but I hate having to find recipes and figure out what ingredients we need

My only gripe is the meals aren't necessarily quick and easy, it's a bit of work and sometimes I'm just too tired after work for it and end up ordering Door Dash lol

- What are they embarrassed about?

I don't need to go grocery shopping which is hard with depression (and PTSD)

- 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 you are too busy to cook, you might want to check your priorities.

- 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?

I learned how to make sooo many meals (soups, sauces, risottos, steak, lobster tail...) and often choose dishes to learn something new

The cost per serving, including shipping is around \$7.50 and we find the portion sizes just right

The food that came was very good and not that hard to make

- 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?

The idea would be to get an email containing 2 or 3 simple bulk prep meals for the week. Is there something like that out there?

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

I am diagnosed with depression and PTSD

- Who do they blame for their current problems and frustrations?

Reddit username: Sharpsta, "If you feel that way, ok make your shitty comment and move on... You took the time to reply to basically every person in this thread shitting on them. Go touch grass, or maybe just stay off the internet."

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

it's a bit of work and sometimes I'm just too tired after work for it and end up ordering Door Dash lol

- How do they evaluate and decide if a solution is going to work or not?

[Act based on their feelings](#)

- What figures or brands in the space do they respect and why?

HelloFresh is great. It limits our options to x meals instead of trying to put together something on our own

We use Every Plate, which is owned by Hellofresh

Blue Apron

- What character traits do they value in themselves and others?

And when I'm feeling really depressed

PTSD



- What character traits do they despise in themselves and others?

Maybe start properly working on your own life before you try to call out others

- What trends in the market are they aware of? What do they think about these trends?

I do like the idea of this so I'm looking for something new.

We tried many of the other meal kit services and one of the reason we kept going back (and are now currently a customer) was because we knew canceling was such an easy and hassle free process.

I think we prefer BA too, but one major gripe I have about BA is all the plastic they used in packaging. Hello Fresh used paper packaging as much as possible.

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

Reasons Customers Want To Buy:

[according to ChatGPT]

General motivators

- Convenience
- Health and nutrition
- Variety and exploration
- Portion control and weight
- Food waste reduction
- Professional chef's expertise

Business professional motivators

- Employee convenience and productivity
- Health and wellness initiatives
- Time and cost saving
- Catering and special events
- Employee benefits and perks

Grabbing + Monetizing Attention: Hello Fresh

ChatGPT

- Online advertising (search engine ads, display ads, social media ads)
- Referral programs (incentivise existing customers with discounts or free meals)
- Partnerships and influencer marketing (influencers, bloggers, celebrities, endorsements from trusted personalities)
- Promotional offers and discounts (deals, discounts, introductory offers)
- Content marketing (active blog w/ content related to cooking, nutrition, meal preparation, recipes, cooking tips, informative articles)
- Email marketing and newsletter (email marketing campaigns, regular newsletter w/ recipe ideas, exclusive discounts, new menu options, seasonal offerings)
- Social media presence (strong presence on IG, FB, Twitter, sharing food photos, customer testimonials, etc)

Google

- Sponsored ads
- Organic interrupt
- Related searches to 'meal prep/kit services'

Social Media Platforms

- Facebook
- LinkedIn
- Instagram
- Twitter

Website

- Promotional offer on home page
- Testimonials from accredited American newspapers/journalists
- Pop-up ad on home page
- Mobile app (free to download Apple + Android)

Brand Superiority:

5-Star Reviews on Trustpilot

- We like the variety that we get and we feel the price is pretty reasonable in comparison to the cost of groceries these days
- We are also pleased that we are actually saving money with Hello Fresh vs going to the grocery store for food.
- easy to follow recipe card
- You can change up recipes to fit your taste as well
- Tons of recipes to pick from every week and it's very easy to skip a week if you choose for whatever reason
- Food products are wrapped well and packed in ice so if not home to take it in off your doorstep right away it's not a problem and you set up the day of the week to deliver
- It's great to have everything needed to prepare a meal, without worrying about "what am I going to cook today?"

Brand Inferiority:

1-3-Star Reviews on Trustpilot

- The majority of recipes are heavy on dairy with no alternative
- Veggie options are typically the same
- Some recipes are interesting while others are meals that I can shop and make at home.
- It's getting repetitive and I often skip boxes
- I pause my subscription and skip meals, I receive absolutely no communication when the next delivery is being prepared. I get emails routinely asking me to unskip, but the communication stops when I haven't skipped the week
- There should be a general practice to send an email in advance to make sure the meals automatically chosen by HF are ones that I want and give me the chance to choose otherwise or skip
- The past few packages I have received the meat has been punctured open therefore I was unable to use it. It has become sloppy and I keep getting recipes I have previously received.
- it kills my creativity when it comes to planning meals the other days of the week. My brain says oh the "interesting meals this week are coming from HelloFresh" when I'm reality it's just standard ingredients presents in as many different ways as possible.

- I was never notified an order was being shipped so being out of town one shipment was ruined. The orders are automatically shipped so if you have a busy lifestyle which is why I signed up for this you will have ruined or orders not of your liking
- Meat servings were too small to be a satisfying meal
- Getting to be too expensive. So many things are an up charge and now many of the meals the normal price covers are lunch portions. Unreliable delivery dates.
- Received box late and all ingredients were spoiled.
- 100 degree heat(For South Carolina heat the company needs to ship in better boxes. My last few boxes the ice is melting really bad and water dripping from underneath,
- The down side to hello fresh is some of their meals are bland in flavor. The recipe will say to season the meat with salt and pepper. I have to add more seasonings than that. Only salt and pepper makes the food very bland.
- Selection gets boring. Repetitive but slightly different. App is hard to use. While you can change your plan easily, I would like to have customizable options.
- Cost per option as you are selecting would help as we started this to cut our grocery costs
- Meal cards are hard to follow. They are large but the print is small and instructions are jumbled together

Strategies For Other Brands To Adopt:

[Globe News Wire](#)

Meal kit delivery services have become more popular worldwide thanks to the emergence of **appealing, smart driver networks, user-friendly applications, and new mobile applications**. Convenience has been increasingly popular and is predicted to rise much further

- **Marketing campaigns** (daily/2-3days per week) featuring an incremental # of recipes per email and simple exercises to do while the customer waits for their delivery

Potential Prospects To Research:

Vancouver, BC, Canada

- Manna Sacred Meals
- 2 Guys With Knives
- Fresh In Your Fridge
- Tractor At Home
- Fresh Prep
- Crave Healthiness