

Creating a unified digital communication strategy with CFMC

CFMC is a group of independent farmers markets throughout Chicago that work together to get fresh produce to consumers. They need a way to digitally market their company so their message can be clearly advertised to their target market and beyond.

Research Objectives



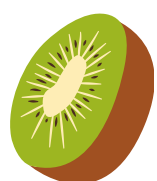
To determine a cohesive message throughout each market that exemplifies what they represent



To investigate consumers' impressions



To determine new content for new consumers to engage with



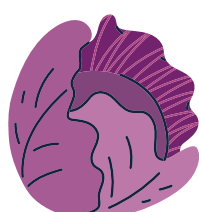
To evaluate ways to educate community on food production



To investigate more regularity of visits for customers



To investigate modes of communication for the client



To explore consumer shopping habits at local grocery stores

Business Issue Question:

How might CFMC create a unified digital communication strategy?

Qualitative Research

Our qualitative research was done through extensive focus groups and in depth interviews. This research gave insight to our end users needs and how we can address the business issue with more clarity.

Quantitative Research

Our quantitative research was generated by collecting data through questions that would broaden the horizons of our research objectives. This introduced us to new answers that gave us concrete statistical evidence that would support our business issue question.

Meet the Farmer's Marketers



Gina Shanley



Vanessa Lunar



Grace Brennan



Ryan Joslyn



Maggie Guidici



Zac Fox



Makenzie Cronin