

EXPLORING BRANDING WITH CHICAGO FARMERS MARKET COLLECTIVE

Researcher Info

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Client Background:

CFMC is a volunteer group of farmers market managers in the City of Chicago unified by common goals.



Research Objectives:

- To determine which message can be shared with the entire CFMC
- To explore which design aesthetic best represents CFMC to their audience
- To investigate ways to connect with every customer
- To determine which social media outlet will be most appropriate to reach the target market
- To explore ways to increase transparency between farmer and consumer
- To understand CFMC's customers' perceptions of the farmers markets
- To investigate keywords that can be utilized in a slogan

Research Design: Quantitative Data

- In order to collect quantitative data, Team Avocado created a survey in qualtrics
- We crafted simple, straightforward questions
- We focused on questions related to branding
- We sent the survey to various groups of individuals
- We will analyze and summarize this information in a report for the client



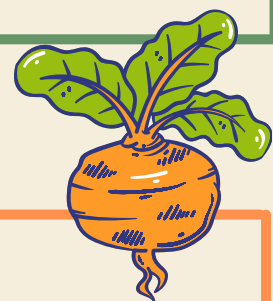
Research Design: Qualitative Data

Team Avocado conducted in depth interviews through an unfocus group guide in order to collect information regarding participants' opinions on branding and farmers markets. Many of these questions were interactive in nature. We will analyze and summarize this data in our action report.

When shopping at a farmers market, what are your intentions or motivations to go shop?

- Aimless shopping
- Buy fresh produce
- Supporting local/small businesses
- Meet new people and socialize
- Other

Write out a slogan that could be used for a farmers market. What keywords should be included? Below are some examples of popular slogans.



Identifying The Business Issue: How Might CFMC Create a Cohesive Brand

Question:

"When thinking about a farmer's market, what word(s) come to mind?"

Team Avocado wants to help create a true branding message for the CFMC through surveying a diverse market.

