General Mills Warm Delights – Indulgent, Delicious, and Gooey!

[Name]

[Institute]

Author Note

General Mills Warm Delights – Indulgent, Delicious, and Gooey!

Betty Crocker, a well-known subsidiary of General Mills created a product called Warm Delights, which was discontinued by the company a while ago (Marsha, 2017). However, the company continued to market similar products during this period and the product was then sold through retail services offered by Walmart, Target, and Amazon. These products, while being branded in a different manner, could be considered rather similar to those offered by both Domino’s and Pizza Hut.

The target customers for warm delights were individuals and/or groups that just wanted a simple, uncomplicated, warm treat whenever they craved it. The target demographic here usually included teenagers, college students, employees and people that are out and about a lot. Women were also one of their primary demographics that they were interested in. However, the marketing strategy behind Warm Delights completed ignored men, children, individuals with certain food allergies and the individuals that are environmentally conscious. (Kerin & Hartley, 2017)

With the increase in urbanization, the emergence of a stronger middle class, and the rise in the amount of disposable income in various parts around the world created a demand for products similar to warm delights i.e. convenient products. This demand opens up the opportunity for warm delights to market itself as convenient product and gain a share of the market. Warm Delights is a market product that speaks to the middle class of the society, the ones that would like to enjoy a creamy delight when they feel light it. This middle class, according to an estimate, is projected to grow as much as 160 million people on an annual basis (Naím, 2017). In fast growing economies, the market buyers for convenient products like Warm Delight are African, South American, and Asian segments of society. On the other hand, given the number of hours people give to their jobs, school and even travel on a daily basis, it becomes incredibly hard for certain segments of society to cook on their own. Thus, convenient products that emphasize of good quality are often preferred by families as an alternative to good homemade cooking. This increase the supply of Warm Delights, add to its awareness and the availability and generate utility from a number of different prospective customers. Ultimately, it all adds to the revenue generated by the company.

However, despite being convenient, the creation of such products is usually severely lacking in healthy ingredients. The only reason behind this is the fact that adding healthy ingredients to the mix may negatively impact the demand of the product among the masses. It is this view that gives rise to the general perception held by many customers that convenient products tend to be unhealthy and impact the entire product industry as a whole. A review of literature on the subject shows an indirect relationship between the perception of the masses with regard to packaged products and the modes used for advertisement. This perception is furthered by health issues such as obesity, heart diseases, and Type II diabetes (Soni & Vohra, 2014).

Thus, it is essential that the marketing team being the advertisement use the promotional tools at hand to spin a positive image on the product and market it in a manner that Warm Delights is accepted by health-conscious individuals as well. This increases the market share for the company and improve the perception of the product among the population, making it more popular among its target demographic than it was earlier.

The prime purpose of product repositioning is not essential to grow the Warm Delights' brand. However, using product advancement, the company can market a wider range of products which may include products for certain occasions, like baby showers, birthdays, and other gatherings as well. Ultimately, the company should explore all of the ways through which the product line on the basis of flavors and introduce a wider range. Furthermore, it should also integrate new options for people that suffer from different allergies. Given how prevalent allergies have become over the period of time, a wider range of choices will certain improve the company for the better. Furthermore, an efficient labelling process can make the entire system easier for people to recognize. Supplement that with specialized range for people with dietary restrictions and your system will improve a whole lot better.

The changes that the marketing team makes to the products enables an increase in sales among Warm Delights. The development and the provision of improved, safer, biodegradable means of packing can not only improve the environment but also reflect positively on the brand as a whole. According to a survey, around 30,000 customers in more than 60 countries are happier to pay for products that are environmentally conscious, then those that are not (Keating, 2017).

Thus, it is high time that the company introduces the idea of green packaging or Warm Delights. However, the company must ensure that the green packaging being introduced is cost efficient and come up with the advertising budget for the company. Furthermore, the company should also consider bringing in the concept of reusable packages. All these strategies will motivate customer loyalty for the brand promoting the concept of ideal product (Metcalf, Hess, Danes, & Singh, 2012).

In conclusion, the company must explore and promote alternative products along with their mainstream products, that also address dietary restrictions and common allergies. Furthermore, green packing can certainly be a move in the right direction for the company, with the introduction of the concept to recycling to promote loyalty among customers. In order for such strategies effective, the company needs to come up data and information to facilitate its improvement.

# References

Keating, K. (2017, January 9). Eco-Friendly Packaging: What Consumers Really Want. Retrieved October 6, 2018, from <http://www.pkgbranding.com/blog/eco-friendly-packaging-what-consumers-really-want>

Kerin, R. A. & Hartley, S. W. (2017). Marketing. (13th ed.). New York, New York: McGraw-Hill Education.

Marsha, P. (2017, June 15). Marsha's Copy-Cat Warm Delight Hack. Retrieved October 5, 2018, from http://marshasrecipes.blogspot.com/2017/06/marshas-copy-cat-warm-delight-hack.html

Metcalf, L., Hess, J. S., Danes, J. E., & Singh, J. (2012). A mixed-methods approach for designing market-driven packaging. Qualitative Market Research: An International Journal, 15(3), 268. Retrieved October 3, 2018, from <http://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=edb&AN=83444554&site=eds-live&custid=083-900>

Naím, M. (2017, August 25). The Uprising of the Global Middle Class. Retrieved October 3, 2018, from https://www.theatlantic.com/international/archive/2017/08/global-middle-class-discontent/535581/

Soni, P., & Vohra, J. (2014). Targeting the young food consumer. Marketing Intelligence & Planning, 32(5), 630-645. Retrieved October 4, 2018, from <https://search.proquest.com/docview/1651529825?accountid=28370>