

# Research Report



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## Executive Summary

Our decision problem was to increase awareness of EJPPG's brand and differentiate the brand from Eskimo Joe's among Stillwater locals/ OSU Students. Based on this, we derived the following research problems:

1. Raising awareness of what a “promotional products company” does among the Stillwater Community.
2. Differentiating Eskimo Joes vs. Eskimo Joe's Promotional Projects Group.
3. Expanding awareness of EJPPG to OSU (students and organizations).
4. Determining the best ways to reach people needing “promotional products”.

We set out to answer these questions by utilizing an online survey. We distributed it via groupme in order to best reach college students. Using our sampling method, we determined that we needed to get our survey in front of 182 eyes in order to get the 100 desired responses. Our results showed that 16% of students were familiar with EJPPG. We also found that people were least aware of EJPPG's social media presence. This in conjunction with our findings of People wanting a strong presence online helped us to determine that this is one of EJPPG's biggest growth areas. We also determined that the vast majority students associate the brand with cheese fries. This helped us to determine that the true problem lies in differentiation not awareness.

Despite the limitations of a small time window, low number of responses, and a survey that is too long, we were able to make some strong recommendations. Namely:

1. A stronger social media presence
2. A student organization care package campaign

3. Special promos for Greek students and Organization members to encourage use of EJPPG

### **Problem Definition**

The purpose of this study was to provide insights on how to increase awareness of Eskimo Joe's Promotional Products Group and the business it entails. This increased awareness is desired among the population of Stillwater, including local businesses, students, and Oklahoma State University. The focus of the problem is on the overall awareness of the company, but also on the differentiation of EJPPG and Eskimo Joe's, as well as what a promotional products company does. This strategy-oriented decision problem is an unplanned change that stems from the popularity of EJPPG's sister company, Eskimo Joe's. As the awareness of EJPPG brand increases, the opportunity for the company to reach new customers expands.

The manager defined the decision problem as "How to increase awareness of EJPPG and differentiate the company from Eskimo Joe's among Stillwater businesses and OSU Faculty and students?" Research problems we have created to address the managers decision problem are the following:

- Raising awareness of what a promotional products company does among the Stillwater Community.
- Differentiating Eskimo Joe's vs. Eskimo Joe's Promotional Projects Group.
- Current awareness of EJPPG in Stillwater businesses and to OSU (Students and Organizations).
- Determine the best ways to reach people needing "promotional products".

We have chosen these research problems because of their ability to best articulate the trouble areas for the company of awareness, differentiation, and reach. Since some of the problems deal with the populous of Stillwater (locals and Oklahoma State University students), we will have to utilize various forms of research to best optimize our results.

## **Research Method**

### **- Method Justification**

We utilized primary, descriptive research. We conducted our research through online surveys exclusively. We were going to choose additional methods for research in combination with the survey, but due to time constraint, decided to remove those from the research. The survey was chosen because of its convenience, and the ability to quickly analyze the data we gathered from them via SPSS and Qualtrics. We collected information directly from potential customers, and utilized research that seeks to describe the characteristics of the average individual in Stillwater.

### **- Source of Data**

The sources of data came from surveys from students and residents over the age of 18.

### **- Data Collection**

Data was collected from the Internet in the form of digital surveys from Qualtrics.

### **- Sampling Plan**

We studied students and residents of Stillwater over the age of 18. We chose this group because they fell in the category of potential customers for EJPPG, and they answered the main question that we sought to answer: “Can the average person differentiate between EJPPG and the

restaurant?”. We studied both groups together and in isolation to generate helpful insights into the current understanding of EJPPG. We initially aimed to survey around 100 individuals.

- Sampling Frame

Our population sample was drawn from the geographical area of Stillwater, Oklahoma. Survey respondents must reside here, even if not permanently. We reached out to students specifically, who are enrolled in Oklahoma State University.

- Method for Selecting Sample

Our method for selecting the sample was non-probability. To keep things as fluid and simple as possible, we used a convenience sample. We sent the survey link out to students via GroupMe messaging. The reason we chose GroupMe over traditional email is that we had a network of people within a combined pool of groups from each of us. While the link went out to a group of 100 people for instance, we could not figure out if every person in the group takes it. We were unable to select who chooses to take the survey.

- Total Sampling Elements (TSE) Calculations

In order to reach our desired outcome of survey completes, usually you would calculate how many surveys to send out. In this particular case, we sent the survey link to a group, not individually emailings. Therefore, we calculated the amount of people that need to see the link. To do this, we still used the total sampling elements calculation (TSE for short). The TSE formula is the following:

$$\text{Total Sampling Elements} = \text{Desired Sample Size} / (1 - \text{BCI})(1 - \text{I})(1 - \text{R})(1 - \text{NC})$$

Where...

BCI = Percentage of incorrect or bad contact information

I = Average of people ineligible to take survey

R = Percentage of people who refuse to take the survey

NC = Percentage of people who cannot be reached after multiple attempts

$$\text{Total Sampling Elements} = 100 / (1 - 0)(1 - .02)(1 - .20)(1 - .30)$$

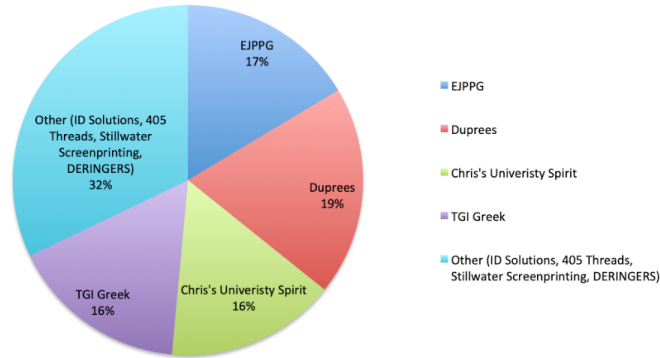
$$\text{Total Sampling Elements} = \sim 182$$

The percentage of incorrect or bad contact information for this case was to be 0% since everyone is in the group messages containing varying amount of people. The average of people ineligible to take survey was estimated to be 2% since most of everyone in the GroupMe is people attending Oklahoma State University or locals to the Stillwater area. We selected 20%, as the amounts that may refuse to take the survey/may not see it. Lastly, we decided that 30% of people would not take it after multiple attempts to reach out to them. After inputting these amounts in the TSE formula, we calculated that we send the survey in GroupMe group's grand totaling at least 182 people.

## **Results**

In total, we received a total of 80 responses out of the intended 100. Not all 80 respondents answered all 19 questions. Out of the 19 questions in the survey, certain questions were specifically crafted to help us provide solutions to the decision problem issues of awareness, differentiation, and reach.

**Q: Please select all promotional groups within Stillwater that you are familiar with.**



N=80, Choice Count = 274

| # | Field                                           | Choice Count |
|---|-------------------------------------------------|--------------|
| 2 | Duprees                                         | 19% 53       |
| 1 | Eskimo Joe's Promotional Products Group (EJPPG) | 16% 45       |
| 3 | Chris's University Spirit                       | 16% 43       |
| 4 | TGI Greek                                       | 16% 45       |
| 6 | ID Solutions                                    | 12% 34       |
| 5 | 405 Threads                                     | 9% 24        |
| 8 | Stillwater Screenprinting                       | 7% 18        |
| 7 | DEARINGERS                                      | 4% 12        |
|   |                                                 | 274          |

Showing rows 1 - 9 of 9

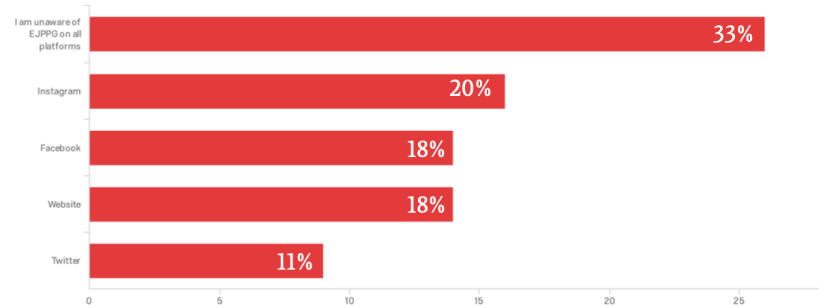
Fig 1 - Question 4 - Related to: Awareness

**Key Takeaway:**

Originally, we thought EJPPG was suffering from an overall awareness issue. When asked respondents to select all the promotional groups they were familiar with, EJPPG ranked second on this list at 17%. This means it may not be an awareness issue as we once thought, as it seems our respondents were just as aware of EJPPG as the major competition in the area.

Aware EJPPG - Are you aware of Eskimo Joes Promotional Products Group (or EJPPG

for short) on any platform? Select all that apply. N=80, Choice Count = 79



| # | Field                                  | Choice Count |
|---|----------------------------------------|--------------|
| 1 | Facebook                               | 18% 14       |
| 2 | Twitter                                | 11% 9        |
| 3 | Instagram                              | 20% 16       |
| 4 | Website                                | 18% 14       |
| 5 | I am unaware of EJPPG on all platforms | 33% 26       |
|   |                                        | 79           |

Showing rows 1 - 6 of 6

Fig 2 - Question 11 - Related to: Awareness

**Key Takeaway:**

When it comes to the companies awareness on social media platforms, 33% of respondents said they were unaware of their accounts on all social media platforms.



When you hear "Eskimo Joe's", what is this first thing that comes to your mind?  
 N=80, Choice Count = 58

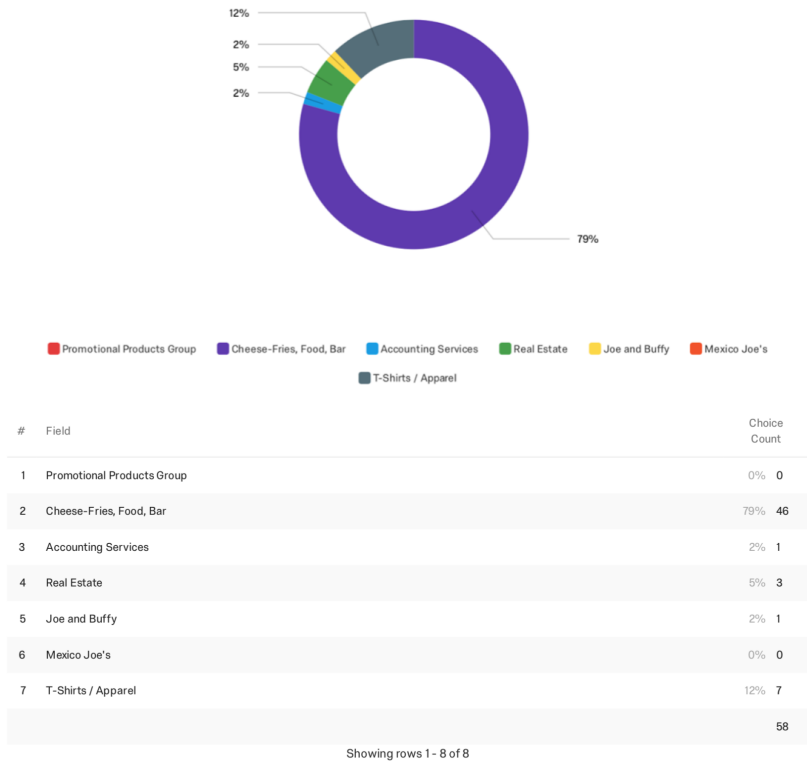


Fig 3 - Question 10 - Related to: Differentiation

**Key Takeaway:**

When “Eskimo Joes” is mentioned, 79% of respondents think of “Cheese-Fries, Food, and Bar” first, not “promotional product group”.

Reach - In your opinion, what is the best way to reach people or organizations needing "promotional products"? (Please select the top two) N=80, Choice Count = 106

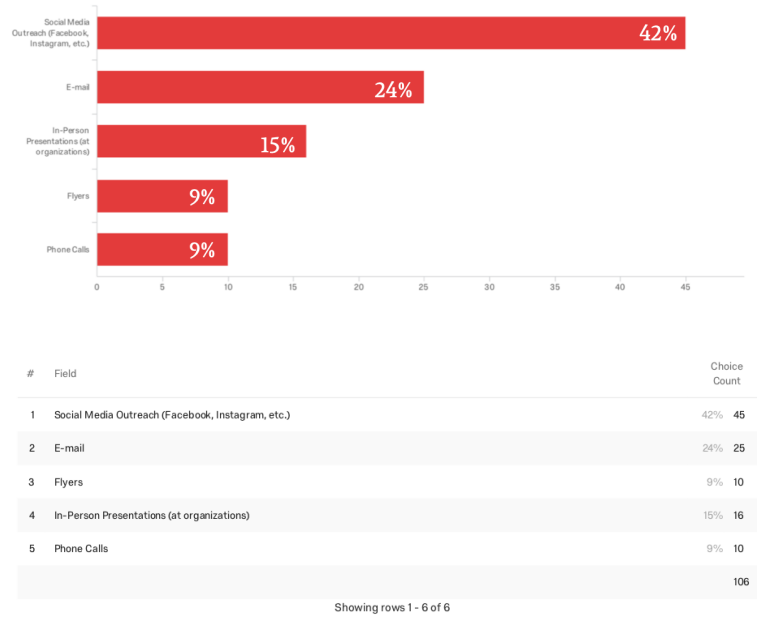


Fig 4 - Question 8 - Related to: Reach

**Key Takeaway:**

When “Eskimo Joes” is mentioned, 79% of respondents think of “Cheese-Fries, Food, and Bar” first, not “promotional product group”.

In your opinion, what ways could EJPPG gain more awareness the Stillwater community? (Select all that apply) N=80, Choice Count = 108

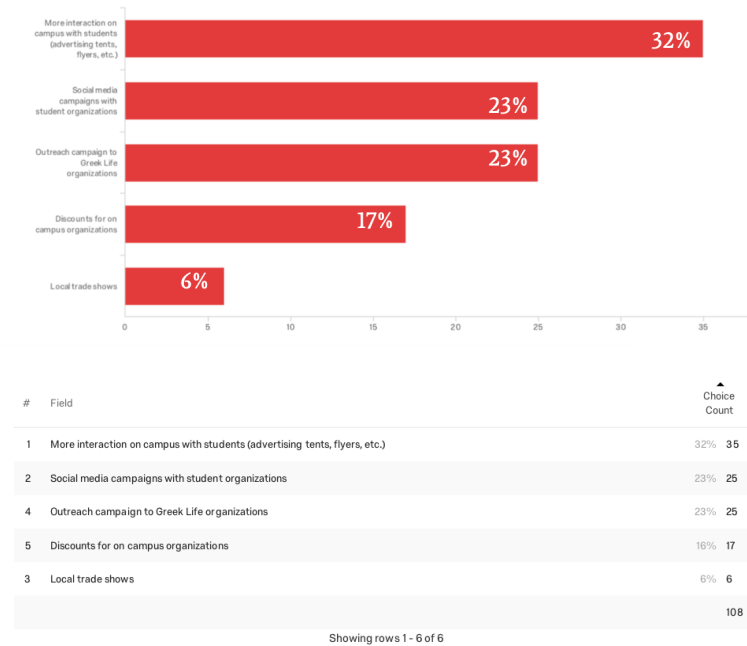


Fig 5 - Question 16 - Related to: Reach

**Key Takeaway:**

32% of respondents think think more campus involvement with students would help gain more awareness to the Stillwater Community. 23% of respondents think both a social media campaign with student organizations and an outreach campaign to Greek life organizations would be better.

**Conclusions and Recommendations**

In conclusion, we found that EJPPG does not suffer so much from an awareness problem as they do a differentiation problem. Furthermore, there is a clear demand for a stronger social media presence. This is also where their presence is the

weakest. Therefore, our first recommendation is that they increase their efforts on social media and allocate more resources to building a strong presence. We also recommend that since they take shirt orders of no less than 75. As such, we think they would benefit from targeting larger student orgs and sending a “care package” with samples of the product, and information showing exactly how it is a superior printing company. Finally, we recommend capitalizing on the strong brand recognition. I think that they should offer savings and deals for Greek students and other organizations that use it. For example, the first purchase could come with a free beer, or fifteen percent off of their next food purchase.

### **Limitations**

Our first and most notable limitation was our inability to reach our goal of 100 responses. This was mostly due to us not getting the survey link in front of more eyes. Next time we would have liked to have obtained an email list from the company itself in order to find out information from their target audience.

Next, we would have liked to conduct depth interviews. This would have given us a significantly better grip on the drives behind our target audience. This was mostly due to our short window in which we could conduct interviews. If we could expand our window to around 6-10 months we could work with interviewee schedules.

Finally, we determined that our survey was a bit too long. There were questions that did not serve the purpose of answering our decision problem. We think that we can reduce the question count from 19 to 10 and still accomplish our goals. This would in turn would encourage more individuals to take the survey and increase our response rate.

## **Appendices**

### **Data Collection Form**

Team 1 - Promotional Product Group Awareness Survey

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#### **Start of Block: Intro Questions - Consent**

##### **Consent**

The purpose of this research project is to gain insight about the awareness of Products Product Group's in the Stillwater area. This is a research project being conducted by a student led group at Oklahoma State University. You are invited to participate in this research project because you currently reside in Stillwater. Your participation in this research study is voluntary. You may choose not to participate. If you decide to participate in this research survey, you may withdraw at any time. If you decide not to participate in this study or if you withdraw from participating at any time, you will not be penalized. The procedure involves completing an online survey that will take approximately 10 minutes or less. The survey questions are about your general awareness and understanding of companies within the local area. All data is stored in a password protected electronic format. The results of this study will be used for scholarly purposes only. If you have any questions about the research study, please contact us.

CONSENT: Please select your choice below.

Clicking on the "agree" button below indicates that:

- you have read the above information
- you voluntarily agree to participate

- you are at least 18 years of age

If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

- Agree (2)
- Disagree (5)

*Skip To: End of Survey If Consent = Disagree*

**End of Block: Intro Questions - Consent**

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**Start of Block: Broad Scope Questions**

Know! To your knowledge, what does a promotional products group offer? (Select one)

- Publishing (3)
- Apparel, Screen Printing, Branded Merchandise, Marketing (1)
- Product Sales (6)
- Job Recruiting (4)

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Aware AP On a scale of 1-5, 5 being highly aware and 1 being unaware, what is your awareness of promotional products groups within the Stillwater area?

- 5 (1)
- 4 (6)
- 3 (7)
- 2 (8)
- 1 (9)
-

Fam Please select all promotional groups within Stillwater that you are familiar with.

- Eskimo Joe's Promotional Products Group (EJPPG) (3)
  - Duprees (1)
  - Chris's University Spirit (2)
  - TGI Greek (4)
  - 405 Threads (6)
  - ID Solutions (7)
  - DEARINGERS (8)
  - Stillwater Screenprinting (9)
- 

People How many **people**, including yourself, do you know who currently uses a promotional products group for some type of apparel, screen printing, branded merchandise, or marketing?

- 0 (1)
  - 1-3 (6)
  - 4-5 (3)
  - 6+ (4)
-

Orgs How many **organizations**, including one's you are in, do you know who use a promotional products group for some type of apparel, screen-printing, branded merchandise, or marketing.

- 0 (1)
- 1-3 (6)
- 4-5 (8)
- 6+ (4)
- 

Rank Rank the following in order of importance, 6 being the most important and 1 being the least important, when picking a company to meet your promotional needs.

- \_\_\_\_\_ Price (1)
- \_\_\_\_\_ Proximity (2)
- \_\_\_\_\_ Convenience (3)
- \_\_\_\_\_ Quality (4)
- \_\_\_\_\_ Customer Service (5)
- \_\_\_\_\_ Services Offered (6)
- 

Reach In your opinion, what is the best way to reach people or organizations needing "promotional products"? (Please select the top two)

- Social Media Outreach (Facebook, Instagram, etc.) (1)
- E-mail (2)
- Flyers (3)
- In-Person Presentations (at organizations) (4)
- Phone Calls (5)

**End of Block: Broad Scope Questions**

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**Start of Block: Narrow Scope EJPPG Questions**



Aware EJ On a scale from 1-5, with 5 being high and 1 being low, how would you rank your awareness of Eskimo Joe's enterprises within Stillwater?

- 5 (1)
  - 4 (2)
  - 3 (3)
  - 2 (4)
  - 1 (5)
- 

EJ Assoc When you hear "Eskimo Joe's", what is this first thing that comes to your mind?

- Promotional Products Group (1)
  - Cheese-Fries, Food, Bar (6)
  - Accounting Services (7)
  - Real Estate (2)
  - Joe and Buffy (3)
  - Mexico Joe's (8)
  - T-Shirts / Apparel (9)
-

Aware EJPPG Are you aware of Eskimo Joes Promotional Products Group (or EJPPG for short) on any platform? Select all that apply.

- Facebook (1)
  - Twitter (2)
  - Instagram (3)
  - Website (4)
  - I am unaware of EJPPG on all platforms (5)
- 

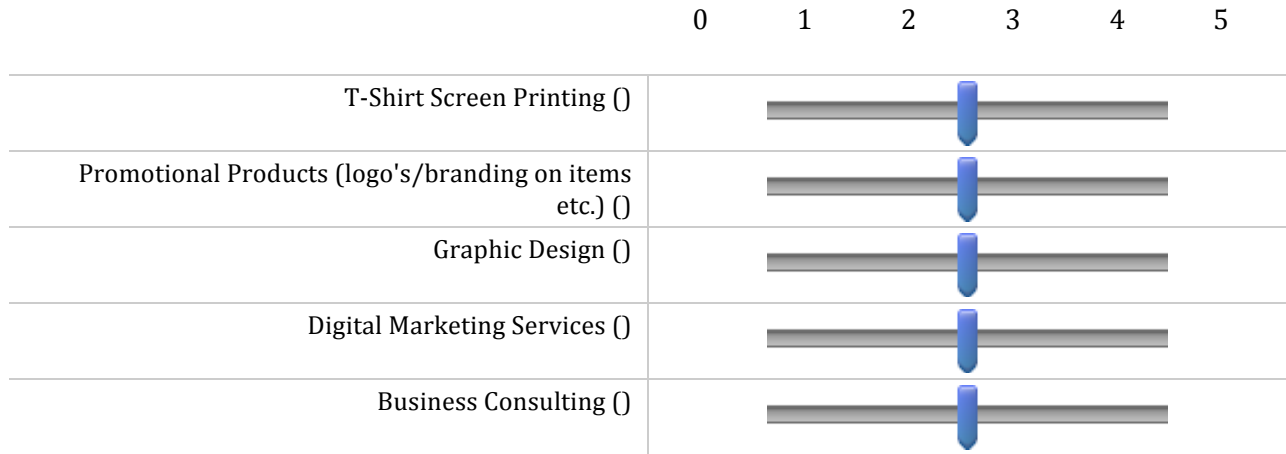
Customer If you have not been a customer at EJPPG, what is your reasoning?

- I didn't know about the company (1)
  - I have a company I already use for my promotional products (2)
  - I have heard about EJPPG, and I do not need their services (3)
- 

Usage EJPPG offers unique promotional products, quality service and customer-focused marketing. On a scale from 1-5, with 5 being high and 1 being low, how likely would you be to use a service like this in the future?

- 5 (1)
  - 4 (6)
  - 3 (7)
  - 2 (8)
  - 1 (9)
-

Usefulness Please rate the usefulness of the following EJPPG services in your opinion. 5 = Very useful, 0 = Not useful.



Recommend On a scale from 1-5, with 5 being high and 1 being low, how likely would you be to recommend EJPPG to someone you know?

- 5 (1)
- 4 (5)
- 3 (6)
- 2 (7)
- 1 (8)

Gain In your opinion, what ways could EJPPG gain more awareness the Stillwater community?  
(Select all that apply)

- More interaction on campus with students (advertising tents, flyers, etc.) (1)
- Social media campaigns with student organizations (2)
- Local trade shows (3)
- Outreach campaign to Greek Life organizations (4)
- Discounts for on campus organizations (5)

**End of Block: Narrow Scope EJPPG Questions**

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**Start of Block: Demographics**

Gender Are you a:

- Male (1)
- Female (2)

Age Age:

- 18 (1)
- 19 (2)
- 20 (4)
- 21 (5)
- 22 (6)
- 23+ (7)

Segment Which Stillwater segment do you identify with? (select all that apply)

Student (1)

Greek Life (5)

Organizational Leader (3)

Business Owner (2)

Other (4) \_\_\_\_\_

**End of Block: Demographics**

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### **Code Book**

On a scale of 1-5, 5 being highly aware and 1 being unaware

OR

On a scale of 1-5, 5 being highly useful and 1 not useful

OR

On a scale of 1-5, 5 being high and 1 low

### **Consent**

1 – Agree

2 – Disagree

### **Knowl**

1 – Publishing

2 - Apparel, Screen Printing, Branded Merchandise, Marketing

3 - Product Sales

4 - Job Recruiting

### **Aware AP**

1 – 5

2 - 4

3 - 3

4 – 2

5 - 1

### **Fam**

1 – EJPPG

- 2 – Duprees
- 3 – Chris’s University Spirit
- 4 – TGI Greek
- 5 – 405 Threads
- 6 – ID Solutions
- 7 – Derringers
- 8 – Stillwater screen-printing

**People**

- 1 – 0
- 2 – 1-3
- 3 – 4-5
- 4 – 6+

**Orgs**

- 1 – 0
- 2 – 1-3
- 3 – 4-5
- 4 – 6+

**Rank**

- 1 – Price
- 2 – Proximity
- 3 – Convince
- 4 – Quality
- 5 – Customer Service
- 6 – Services Offered

**Reach**

- 1 - Social Media Outreach (Facebook, Instagram, etc.)
- 2 – E-mail
- 3 – Flyers
- 4 – In-Person Presentations (at organizations)
- 5 – Phone Calls

**Aware EJ**

- 1 – 5
- 2 – 4
- 3 – 3
- 4 – 2

5 - 1

**EJ Assoc**

- 1 - Promotional Products Group
- 2 - Cheese-Fries, Food, Bar
- 3 - Accounting Services
- 4 - Real Estate
- 5 - Joe and Buffy
- 6 - Mexico Joe's
- 7 - T-Shirts / Apparel

**Aware EJPPG**

- 1 - Facebook
- 2 - Twitter
- 3 - Instagram
- 4 - Website
- 5 - I am unaware of EJPPG on all platforms

**Customer**

- 1 - I didn't know about the company
- 2 - I have a company I already use for my promotional products
- 3 - I have heard about EJPPG, and I do not need their services

**Usage**

- 1 - 5
- 2 - 4
- 3 - 3
- 4 - 2
- 5 - 1

**Usefulness**

- T-Shirt Screen Printing

- 1 - 5
- 2 - 4
- 3 - 3
- 4 - 2
- 5 - 1

- Promotional Products (logo's/branding on items etc.)

- 1 - 5

2 – 4

3 – 3

4 – 2

5 - 1

- Graphic Design

1 – 5

2 – 4

3 – 3

4 – 2

5 - 1

- Digital Marketing Services

1 – 5

2 – 4

3 – 3

4 – 2

5 - 1

- Business Consulting

1 – 5

2 – 4

3 – 3

4 – 2

5 - 1

**Recommend**

1 – 5

2 – 4

3 – 3

4 – 2

5 - 1

**Gain**

1 - More interaction on campus with students (advertising tents, flyers, etc.)

2 - Social media campaigns with student organizations

3 - Local trade shows

4 - Outreach campaign to Greek Life organizations



5 - Discounts for on campus organizations

**Gender**

1 – Male

2 - Female

**Age**

1 – 18

2 – 19

3 – 20

4 – 21

5 – 22

6 – 23+

**Segment**

1 – Student

2 – Greek life

3 - Organizational Leader

4 – Business Owner

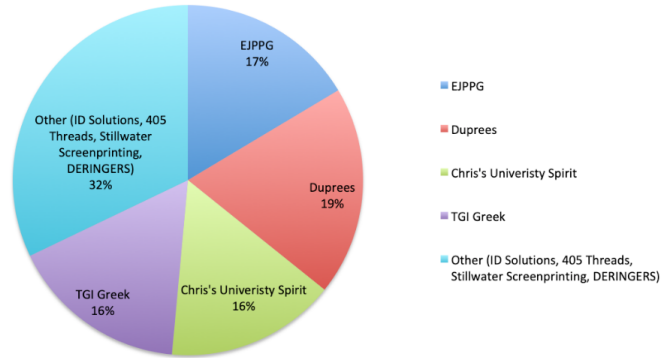
5 – Other

**Data**

See attached files

**Data Tables**

**Q: Please select all promotional groups within Stillwater that you are familiar with.**



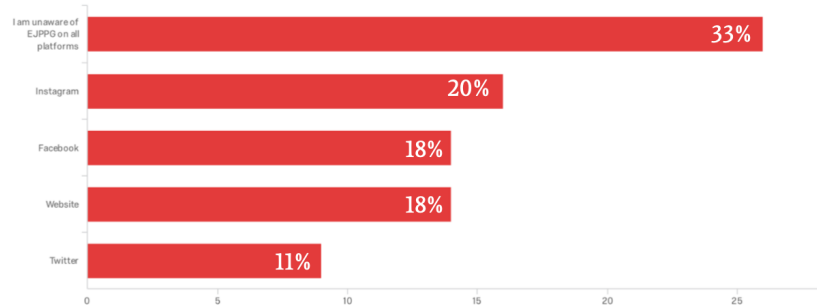
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|   |                                                 | 274          |

Showing rows 1 - 9 of 9

Fig 1 - Question 4 - Related to: Awareness

Aware EJPPG - Are you aware of Eskimo Joes Promotional Products Group (or EJPPG for short) on any platform? Select all that apply. N=80, Choice Count = 79



| # | Field                                  | Choice Count |
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| 5 | I am unaware of EJPPG on all platforms | 33% 26       |
|   |                                        | 79           |

Showing rows 1 - 6 of 6

Fig 2 - Question 11 - Related to: Awareness

When you hear "Eskimo Joe's", what is this first thing that comes to your mind?  
 N=80, Choice Count = 58

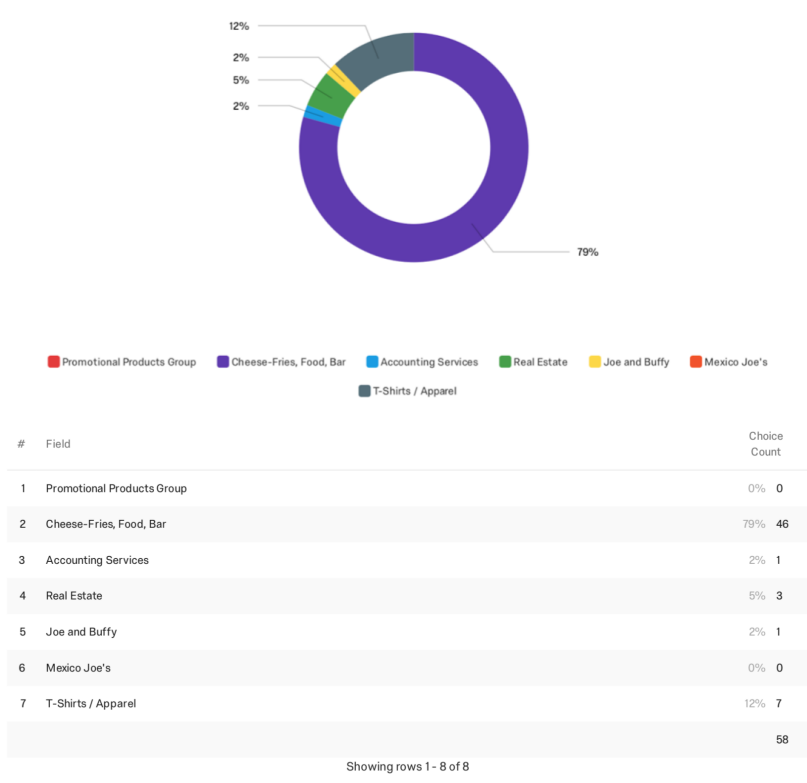
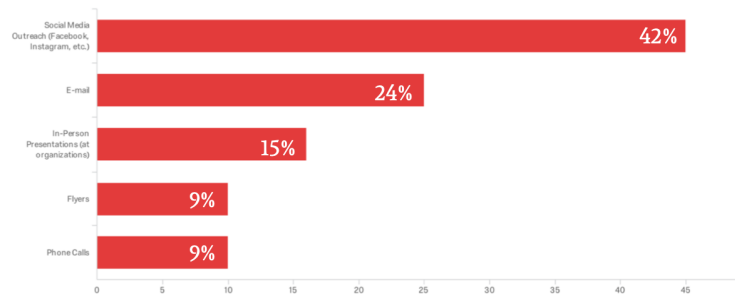


Fig 3 - Question 10 - Related to: Differentiation

Reach - In your opinion, what is the best way to reach people or organizations needing "promotional products"? (Please select the top two) N=80, Choice Count = 106

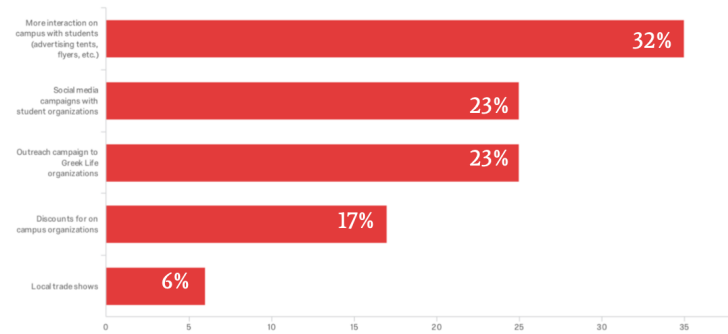


| # | Field                                             | Choice Count |
|---|---------------------------------------------------|--------------|
| 1 | Social Media Outreach (Facebook, Instagram, etc.) | 42% 45       |
| 2 | E-mail                                            | 24% 25       |
| 3 | Flyers                                            | 9% 10        |
| 4 | In-Person Presentations (at organizations)        | 15% 16       |
| 5 | Phone Calls                                       | 9% 10        |
|   |                                                   | 106          |

Showing rows 1 - 6 of 6

Fig 4 - Question 8 - Related to: Reach

In your opinion, what ways could EJPPG gain more awareness the Stillwater community? (Select all that apply) N=80, Choice Count = 108



| # | Field                                                                      | Choice Count |
|---|----------------------------------------------------------------------------|--------------|
| 1 | More interaction on campus with students (advertising tents, flyers, etc.) | 32% 35       |
| 2 | Social media campaigns with student organizations                          | 23% 25       |
| 4 | Outreach campaign to Greek Life organizations                              | 23% 25       |
| 5 | Discounts for on campus organizations                                      | 16% 17       |
| 3 | Local trade shows                                                          | 6% 6         |
|   |                                                                            | 108          |

Showing rows 1 - 6 of 6

Fig 5 - Question 16 - Related to: Reach