

A vibrant pink background with clusters of granola on the left and right sides. The granola consists of various ingredients including oats, almonds, dark chocolate chips, and dried fruits like raisins and cranberries. The central text is white and stands out against the pink background.

TogaNola

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A vibrant pink background with a white top and bottom border. The word "Discovery" is centered in white. On the left and right sides, there are vertical columns of granola, including oats, almonds, and dark chocolate chips, appearing to spill out from the edges.

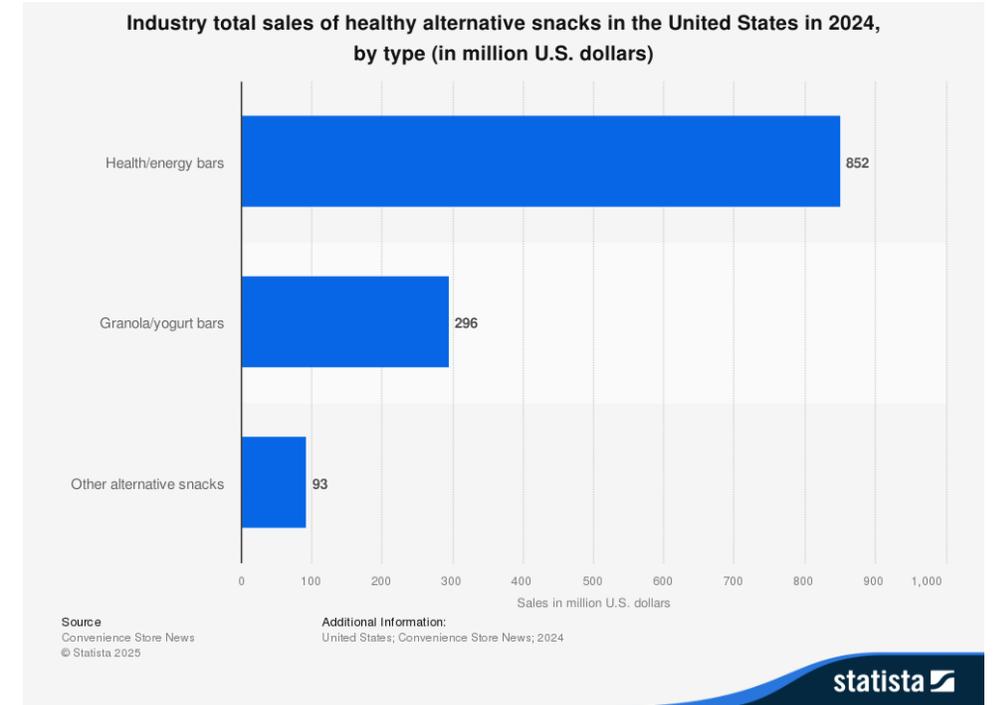
Discovery



Industry Insights

Granola Industry

- Portable and convenient →
- Constant **Innovation**
- Healthy alternative = **74% value**
"clean" ingredients (*Numerator*)
- Online purchasing up **14%**
- Importance placed on **ingredients**
with 52% = high protean & clean



https://www.statista.com/statistics/309341/industry-total-sales-of-alternative-snacks-in-the-us/?srsltid=AfmBOoqIYE9cS6YHB5Q-Q4F3pKG19egMA-ZE9dhEA1xF1DCsyrc_pn3



Granola Industry Cont.

- **Dietary** friendly: Vegan, Gluten Free, Non-GMO
- 32% claim Non-GMO & 46% organic (*Food Navigator, GGI*)
- Emphasis on variety – **18% of launches feature new combos**
- Top **ingredients**: Berries, Chocolate, Oats, Nuts, etc. (*TasteWise*)
- Superfoods & functional **benefits**
- Nutrient, protein, & fiber heavy





Company Insights

Toga Nola

Origin

- Owned by **Jessica Schwartzman** in **Saratoga Springs, NY**
- Creates **bold, flavorful granola** with clean, high-quality ingredients
- Gives back with every purchase through **1% for the Planet.**



Key Factors

- **Flavor:** Bold taste combinations that excite and satisfy every bite
- **Conscious :** Committed to clean ingredients and sustainable practices
- **Purposeful:** Gives back through 1% for the Planet and local community support





Cultural Context

Cultural Context

Trends

- **On the go snacking:** 75% of Americans eat meals or snacks on the to go sometime or always
- **Clean Eating:** 90% of Gen z consumers are committed or are relatively new consumer of organic foods.
- **Wellness Culture:** 90% of consumers born between 1981 and 2012 prioritize spending on healthy food even in times of economic crisis.



Why Do People Like Granola?

- **Nutritious & Filling:** Made from oats, nuts, and seeds, providing fiber, healthy fats, and protein that keep you full longer
- **Convenient & Versatile:** Easy to eat on the go or mix with yogurt, fruit, or milk
- **Perceived as Healthy:** Fits the wellness trend, many see it as a natural, plant-based breakfast or snack



<https://www.healthline.com/nutrition/is-granola-healthy>

Why Do People Not Like Granola?

- **High in Sugar & Calories:** Many brands add syrups and oils, turning granola into a calorie-dense food.
- **Portion Confusion:** A small serving can be hundreds of calories, and it's easy to overeat.
- **Inconsistent Quality:** Store-bought versions often use low-quality oils or preservatives, reducing health value.

<https://www.consumerreports.org/health/cereals/great-tasting-granolas-without-all-the-fat-sugar-calories-a1188431093/>



A vibrant pink background with a central white text area. The background is decorated with a border of granola, including oats, almonds, and dark chocolate chips, scattered along the left and right edges.

Strategies & Creatives

The slide features a decorative border of various nuts and dried fruits, including walnuts, almonds, and dark chocolate pieces, scattered around the edges. The central text is set against a white background.

The Challenge

Gain **brand recognition** in an oversaturated market of premium quality brands by defining TogaNola through a **distinct brand personality**



Target Market

Target Market

Demographics & Psychographics

- Gen Z and Millennials
 - Primarily women ages 20-60
- Specific lifestyles/dietary restrictions
 - Healthy, all-natural, outdoorsy
- Local sales and social media
 - 62% of consumers care about local buying
- Responds to philanthropic practices
- On-the-go snack buyer



<https://www.futuremarketinsights.com/reports/granola-market>

<https://www.thepacker.com/news/retail/how-buying-local-factors-consumer-purchasing-decisions>



Competitors

Tier 1

**bear
naked**[®]
WILDLY DELICIOUS GRANOLA

Tier 3

purely
elizabeth.[®]



Tier 3

**DAK
BAR**
Whole · Food · Energy

GATHERER'S
GOURMET GRANOLA

*Each tier represents a level within the granola market

Bear Naked



Key Positioning: national Kellogg brand, catered towards active lifestyle, has Kevin the Bear, distinctive voice in marketing

TogaNola's Differentiator: local company that supports local philanthropic initiatives, offers bold flavors made small batch

Purely Elizabeth



Key Positioning: woman-owned business, strong corporate social responsibility, the premium organic brand in the market

TogaNola's Differentiator: local company, **active member** in the community that offers **bold flavors.**

Dak Bars



Key Positioning: handcrafted, designed for outdoor enthusiast, woman-owned business, 1% Wild initiative, local connections

TogaNola's Differentiator: corporate social responsibility focuses on **community philanthropic initiatives.**

Gatherer's Granola



Key Positioning: small batch, family owned, community recognition, wide product array

TogaNola's Differentiator: bold flavors and community philanthropic initiatives



**bear
naked**[®]
WILDLY DELICIOUS GRANOLA

purely
elizabeth.[®]



National brands, with personality and corporate social responsibility, but **lack local advantage**



GATHERER'S
GOURMET GRANOLA

Local brands, with recognition and philanthropy, but lack **community initiative** and **unmatched premium quality**

Primary Research

Quantitative

- N = **35**
 - 77% were 18-28
 - 14% were 45-60
 - 9% were 13-17
- Asked about:
 - granola eating habits
 - purchasing habits
 - corporate social responsibility
 - clean eating

Qualitative

- **5** college age women
- All athletes
- Health conscious
- Asked to consider taste, company background, and packaging



Quantitative Results

- **89%** of survey respondents said they **ate granola**
- Kind, Nature's Valley, & Purely Elizabeth were the **top brands**
- When asked about **important factors for purchasing 94%** said Taste, **65%** Health Benefits, while only **48%** said cost
- **61%** said they value a **brand's community service** and **77%** said **clean eating** was a priority



Qualitative Results

Sample: 5 college age women,
athletes, and health conscious

"I like the **flavor** and the cherries!"

"I love the **logo** and the **name**."

"It tastes **better** than the one I
always buy."

"I wish the **packaging** was
brighter."

"I want the **community service**
work to be more forward."



Positioning 1: Community

The top corners of the slide feature clusters of granola. The granola consists of various ingredients including rolled oats, almonds, dark chocolate chips, and possibly dried fruit, all appearing to be scattered or falling from the top edge.

Key Message

At TogaNola, we believe in being an **active member** of the community we **serve**, not only by providing **clean** and **healthy products** but by **contributing** towards philanthropic community initiatives.

How Does This Positioning Differentiate From Competitors

What TogaNola does:

As a local philanthropic company, TogaNola not only commits to giving back, but also show that it does so in a way that directly benefits and connects with its own community.

Why Will This Positioning Work?

- **73% of Americans** consider a company's **charitable work** when making a purchase
- **84%** said it was important for a company to support charitable causes, and furthermore
- **61% of young adults** say they would switch to a company which supports charitable causes that they align with.
- **62%** of survey respondents said brand **community service** was important to them when shopping (*primary research*)



Tagline

Fueling
Community

Creative 1: Turkey Trot



Sample nametag

Sample tent banner



Location: Saratoga Turkey Trot 2025

Set up a tent, name tag making station, and product samples

Personalization, hashtag, and tagging can drive **individual social media** posts as a promotional tool

Highlights **already** successful **in person** sales strategy

Creative 2: Community Stories



Instagram Slide 1



Instagram Slide 2



Instagram Slide 3

Creative 3: Can you spot TogaNola?

15 second video for Instagram and Facebook Reels, TikTok, or social media stories

Follows a "Where's Waldo" format: five 3 second clips of community events that Toga Nola has sponsored

Copy-in on screen: **"Can you spot Toga Nola?"**





Positioning 2: Premium Quality

The top corners of the slide feature clusters of granola. The granola consists of various ingredients including rolled oats, almond slices, dark chocolate chips, and other nuts, all appearing to be scattered or falling from the top corners towards the center.

Key Message

TogaNola transforms **healthy** snacking into a **fun, flavorful** experience – blending **quality ingredients and variety** so everyone can enjoy a **clean snack**, no matter their **lifestyle**.

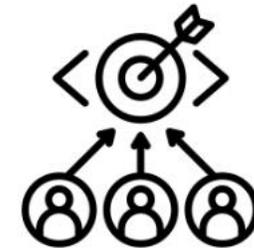
How Does This Positioning Differentiate From Competitors?



**Authentic Local
Roots:**
Built from the heart
of Saratoga Springs



Playfully Premium:
Balances quality
and creativity



Flavor with a mission:
Every product reflects
purpose

Why Will This Positioning Work?

- "Ingredient, texture, and novelty in taste have also **driven the market**" (*marketresearchfuture.com*)
- Current companies within the market **compete on ingredient** source, quality, and specialty certifications organic, gluten free, non-GMO (*marketresearchfuture.com*)
- **94%** of survey respondents said **taste** was most important when purchasing granola products (*primary research*)
- **65%** ranked **health benefits** as an important factor for their granola & **78%** said **clean eating** was a priority (*primary research*)



The image features a white background with clusters of granola in the corners. The granola consists of various ingredients including rolled oats, almonds, dark chocolate chips, and dried fruits like raisins and cranberries. The clusters are positioned in the top-left, top-right, and bottom-left corners, framing the central text.

Tagline

Bold Flavor.

Clean Ingredients.

Zero Compromise.

Creative 1: Granola Bomb Stickers



- The back of granola bombs will have fun fact stickers on them
- Learn about **ingredients and flavors**

Creative 2: TogaNola Tidbits on Instagram



Creative 3: Instagram Story Advertisement



- Highlights **bold flavors**
- Gets people wanting to **learn more**

Conclusion

- Consumers respond well to **healthy & ESG friendly** granola
- Main **differentiators**: local business, clean ingredients, high quality, and community philanthropic initiatives
- Connection and communication are **key**
 - **P1: Community**
 - **P2: Clean Ingredients**



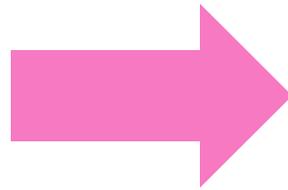
A decorative border of granola, including oats, almonds, and dried fruits, frames the central text on a pink background.

Thank You!



Appendix

Presentation



TOGANOLA

**CHERRY ALMOND
MAPLE
GRANOLA CLUSTERS**



8 OZ (227 g)

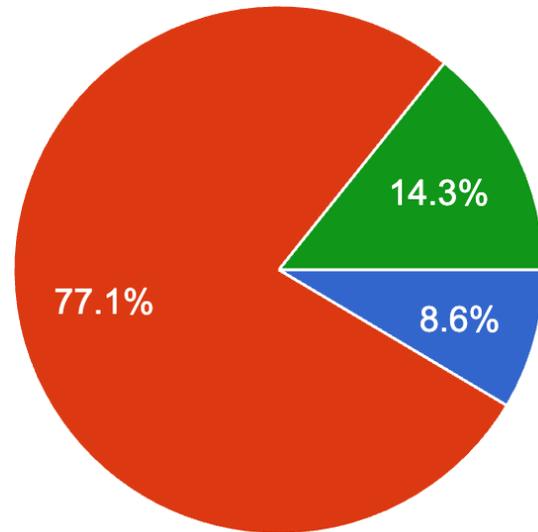


**Alt Packaging
Recommendation**

Survey Charts

How old are you?

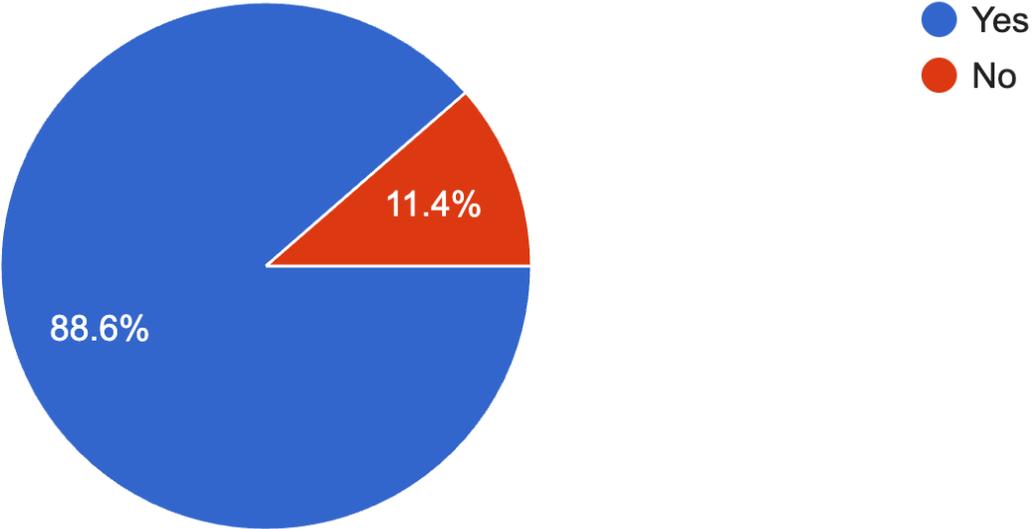
35 responses



- between 13 and 17
- between 18 and 28
- between 29 and 44
- between 45 and 60
- between 61 and 75

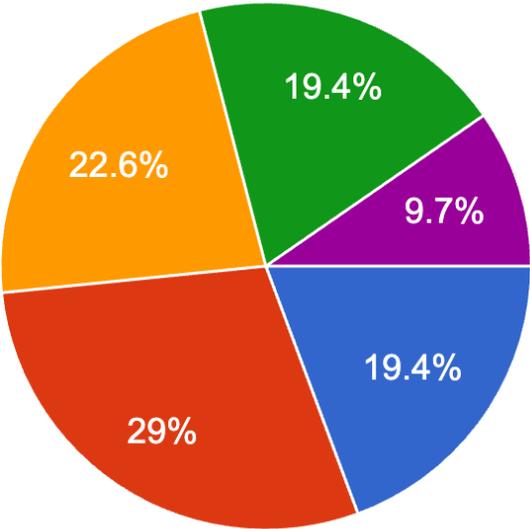
Do you eat granola, granola bars, etc?

35 responses



How frequently do you eat granola, granola bars, etc?

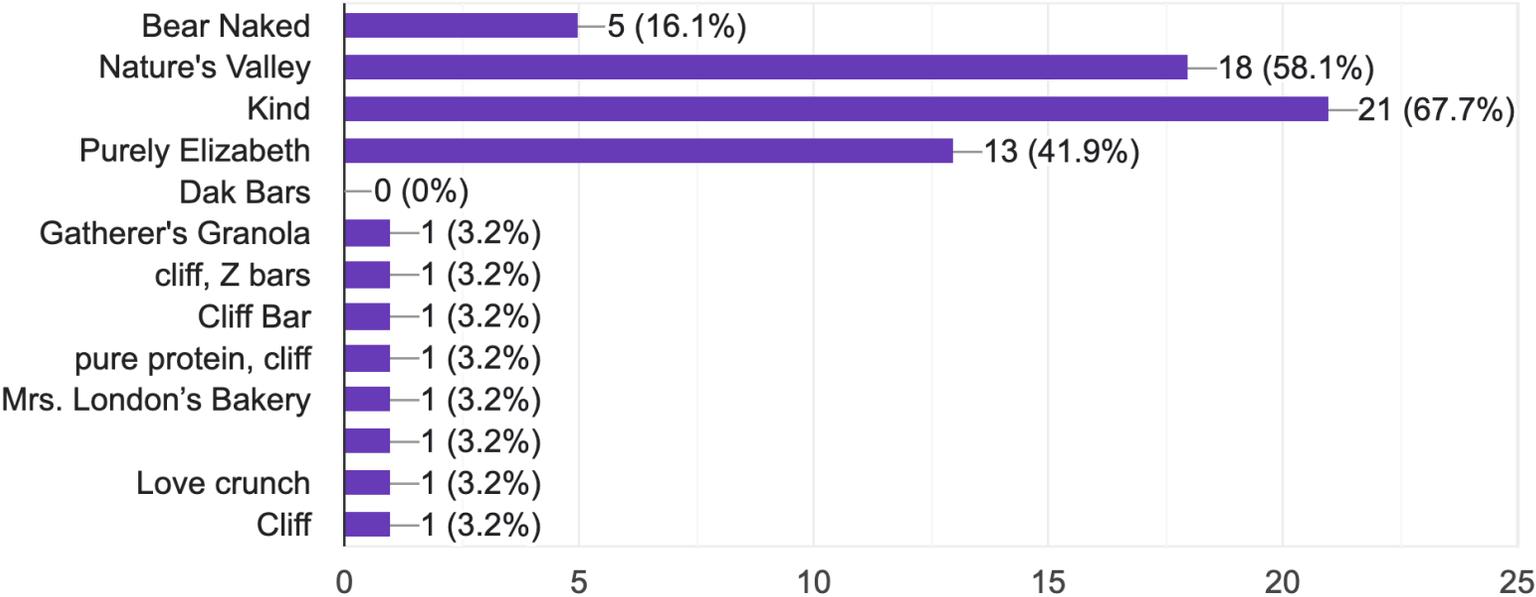
31 responses



- Daily
- Three to five times a week
- Once or twice a week
- Bi weekly
- Monthly

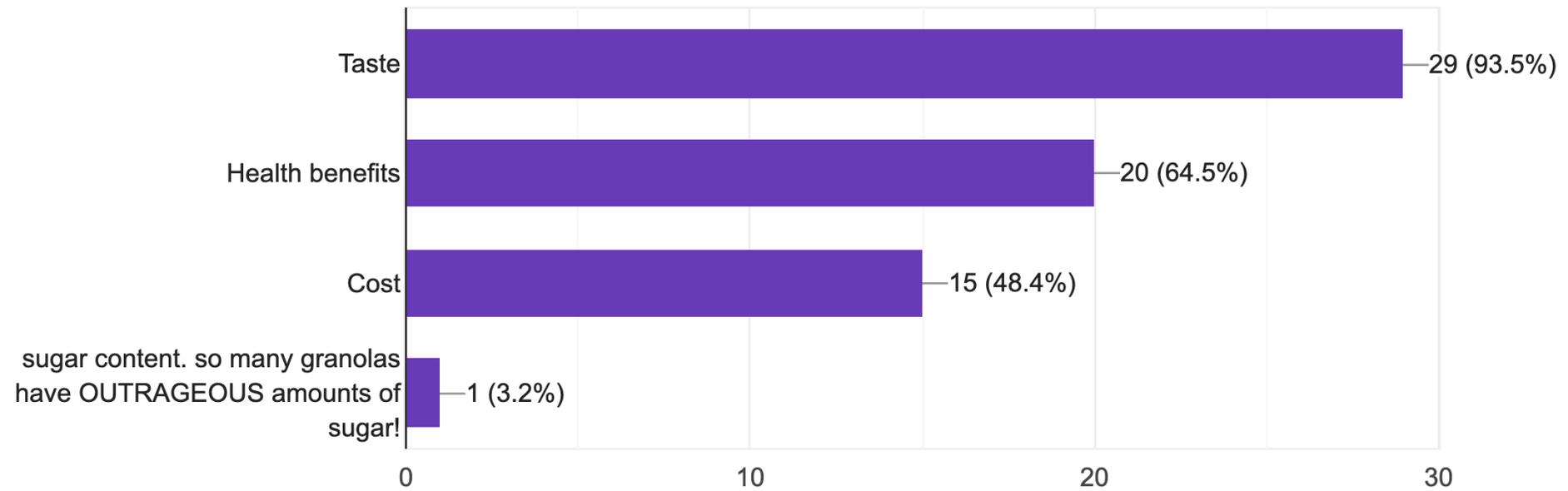
What brand(s) of granola snacks do you buy?

31 responses



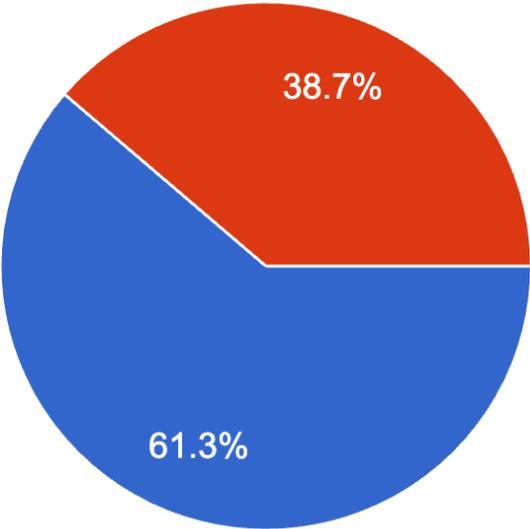
What factors are important to you when choosing a granola?

31 responses



Is a company's community service important to you?

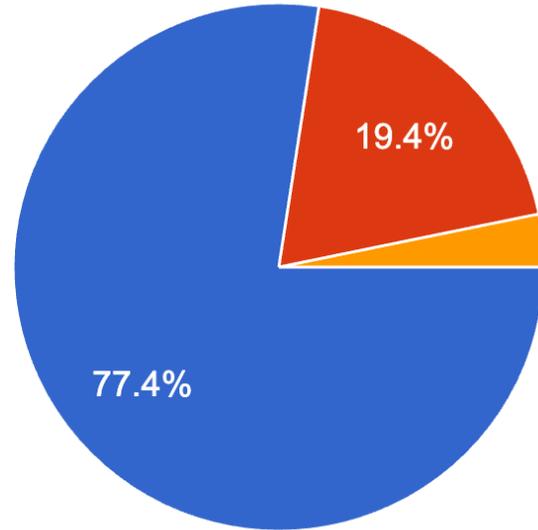
31 responses



- Yes
- No

Is clean eating a priority for you?

31 responses



- Yes
- No
- when it's easy