



Marketing Strategy 25/26

Group 1 (Digital Marketing) - Avventurato, Faggiotto, Gullett, Napoletano, Puglioli, Şuğu

FOUNDATIONS

Marketing Strategy Presentation

FOUNDATIONS

5Cs Analysis



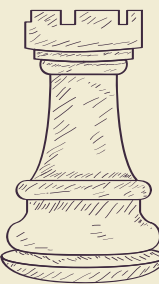
Customers

Mature core consumer, family-oriented
High brand loyalty, but misalignment with consumers behaviors
Shift towards mobility and conscious consumption



Company

Heritage brand with reputation for quality
Value based on durability and reliability
Lack of innovation and reduced cultural relevance



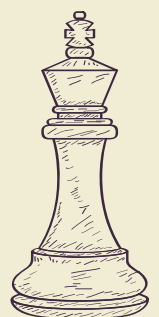
Competitors

Pyrex: safety, versatility, and glass-based solutions
Snapware: functionality and airtight performance
New market players focused on convenience-driven solutions



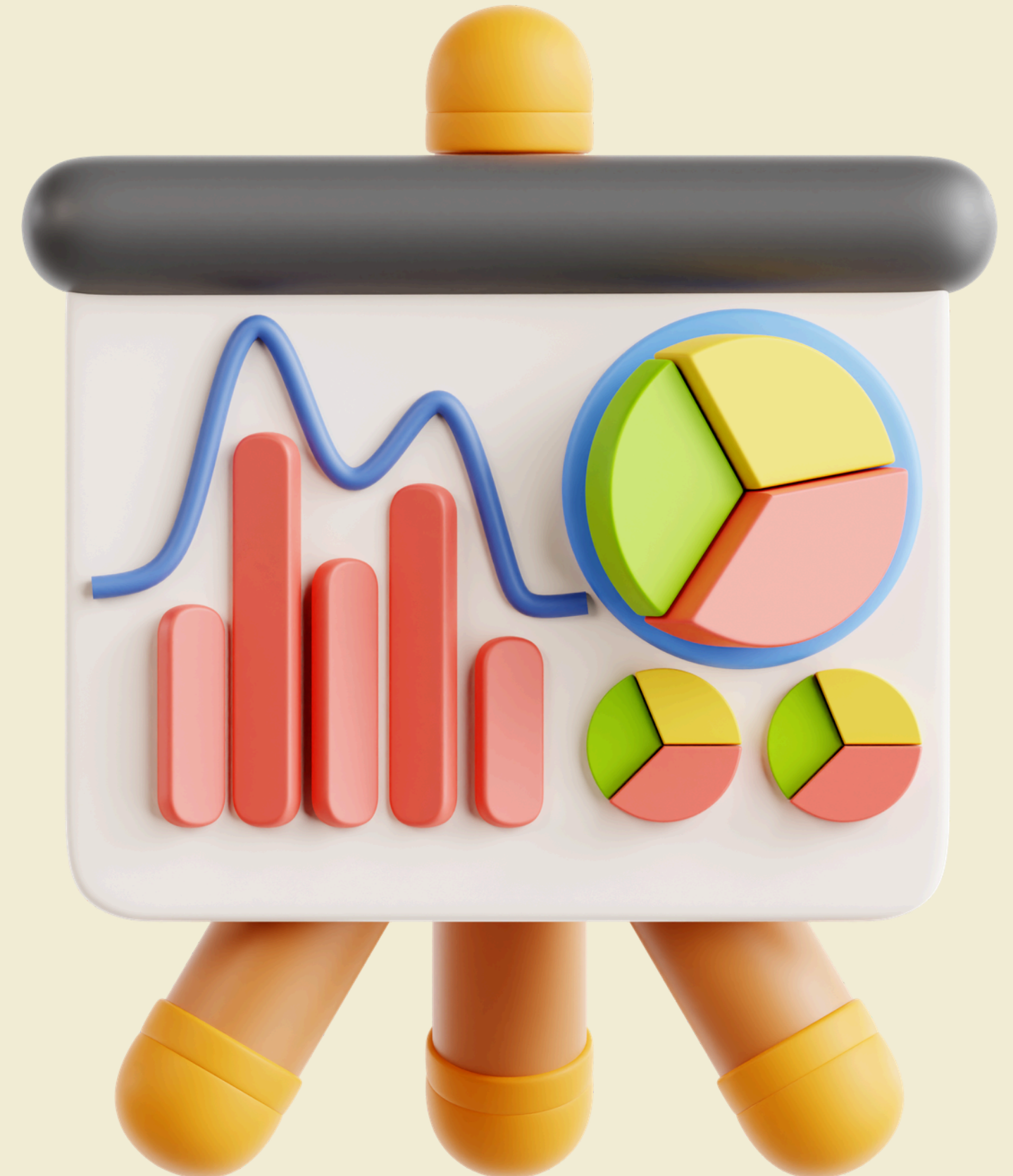
Collaborators

Traditional direct-selling and consultant-based model
Integration with e-commerce and sustainability-oriented partners



Context

Growing attention to health, sustainability, and meal preparation
Increasingly urban, fast-paced lifestyles
Market saturation in food storage solutions



SWOT Analysis



S-O Strategies



Strength: high product quality and longevity

Opportunity: demand for sustainable/health-oriented solutions

Action: reposition the brand as a sustainable, long-term lifestyle solution

W-O Strategies



Weakness: perception of an outdated brand

Opportunity: emerging consumer segments defined by new behaviors and lifestyles

Action: product innovation

S-T Strategies



Strength: strong heritage and brand trust

Threat: innovation-driven competitors

Action: reinforce communication of the brand's distinctive value and long-term promise

W-T Strategies



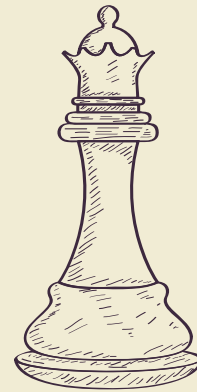
Weakness: no alignment with new prospect consumers

Threat: loss of brand relevance due to saturation

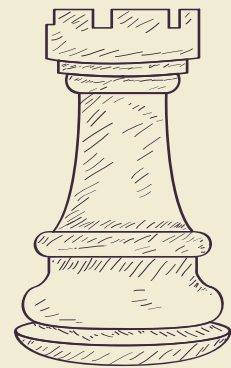
Action: expand digital channels, strengthen sustainability-driven storytelling



75% of Gen Z believe the world is at a tipping point with regard to climate change, indicating heightened environmental concern.



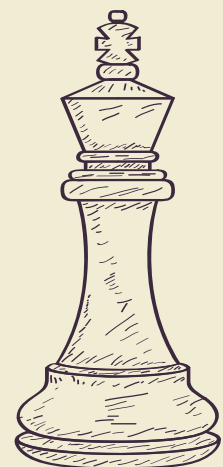
67% prioritise fashionable design, suggesting sustainability alone is insufficient unless combined with aesthetic appeal.



Gen Z is willing to pay a premium for products from companies with pro-social practices and ‘healthy’ attributes.



63% are willing to pay extra for a subscription-based reusable service.



Green self-identity – consumers who see themselves as “the kind of person who does the right thing” adopt sustainable behaviours more readily.

Moral obligation, in the form of guilt avoidance, is a powerful motivator even for non-hardcore eco-activists.

Insights

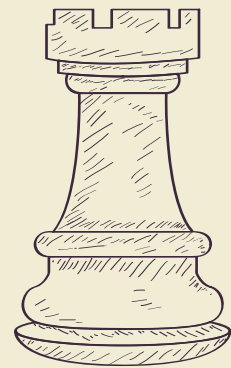
Tupperware®



78% of Gen Z express interest in the zero-waste movement, with 42.1% purchasing refillable products and 69.8% using their own reusable bag



Gen Z accounted for 14.6 billion restaurant visits in 2018, representing 25% of all foodservice traffic.



Even with this frequency of eating out, over 50% of Gen Z enjoy cooking at home, with one-third actively trying to improve cooking skills.



62% of takeaway consumption occurs in a professional/workplace context (morning or lunch).



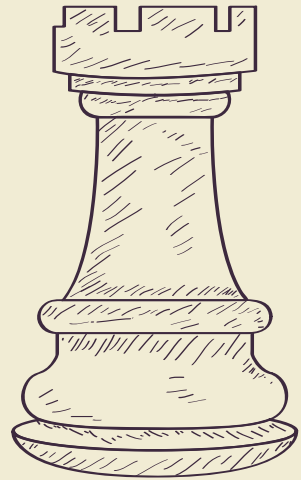
19% of takeaway occurs during the commute to work/school.

Gen Z students contribute to the rise of reusable takeaway lunch boxes on university campuses, countering the 10.7 billion items of packaging waste generated by “on-the-go” lunches annually.

Positioning



For the ones who prioritize healthy and fresh meals at any time of the day, Tupperware not only offers a sustainable and technological food storage for your meal but also helps you on your routine to carry and heat up your food at any moment.



Compared to classic storage and portable warmers like LocknLock and Crock-Pot, we're built for on-the-go reliability because across key lines we combine circular, food-grade material innovation with a reusable container ecosystem through ECO+ Material and a portable plug-in meal-heating solution, backed by a Limited Lifetime Warranty.



Product Mockups

Tupperware®



Slacktivism

Leverages eco-conscious consumer insights by offering a low-effort way for the target audience to participate in meaningful sustainability.

Partners with recycling facilities across North America and Europe to place donation bins in grocery stores for collecting and repurposing old containers.

Drives participation by rewarding recyclers with a **checkout voucher** valid specifically for **purchasing the new line of Tupperware products**.

Encourages consumers to swap degraded plastics for long-lasting, versatile food storage solutions, **reinforcing a cycle of quality** and reduced waste.



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