

Daily Crunch Case Write Up
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Daily Crunch is struggling to come up with strategies to keeping their small business afloat during a time of a worldwide pandemic, COVID-19. Lacking the typical interactive processes and distribution channels that go into joining the snack food industry, the team of Diane Orley and Laurel Orley need to find beneficial compromises that will not cost them revenue nor success.

The snack food industry being one of the main industries that holds big named companies with large portfolios, was tempting for Daily Crunch to include themselves in. With a typical societal standard of caring for health and wellness, Daily Crunch could be the next leading company in revenue especially when it comes to what they offer in dietary needs. Daily Crunch comes into the snack food industry that is already established, but lacks the specific product of sprouted almonds. During this time of the small business' creation, there was already a spotlight on popular diets such as Paleo, Keto, Gluten-free, Vegan, Non-GMO, etc.. This meant that the brand had a wide range of market to target their dietary compliant and premium healthy snack which checked most of these needs off the list.

The industry already holding large and intimidating companies such as PepsiCo Inc., Campbell Soup Company, Snyder's-Lance Inc., Pepperidge Farm, Conagra Brands Inc., etc., goes to show the demand at large that the snack food industry claims. As the case mentions the pattern of private label companies receiving the most revenue during and shortly after the pandemic, it is ironic how Daily Crunch's direct competition: Living Intentions and Wickedly Prime, are brands that are owned by private food label, Amazon.com Inc.. The "value-conscious" customers during and near after the Pandemic shows this societal trend of where their money goes for private label seed and nut brands.

Strengths that are notable with this brand are innovation, brand imaging, market research, and networking. The creativity that goes into the thorough 9 month thought process of how packaging designs and brand imaging aesthetics collide, is a prime example of how the business utilizes their tools that help them with telling the brand's story. It is important as the case mentions, to separate an unrecognizable brand name and let it stand out next to competitors on the shelves. Market research was also well thought out as the creators tracked their trend forecasting and what diets were popular and which diets satisfied which customer and how they can possibly all be included in one snack. With a small company such as Daily Crunch, a lot goes into building the steppingstones to reach a equivalent level of success as your direct and indirect competitors in the industry.

Daily Crunch holds some standard weaknesses that come with being a small start up with a "new to world" product in a red ocean industry. First, the brand doesn't necessarily have much information to go off of when it comes to researching competitors. With limited amounts of players in this specific industry, there is somewhat of a lack in research and understanding what fails and what succeeds. Also, with a small team and a smaller budget, the brand can not necessarily have the freedom to make any "risky movies" to test what is working and what isn't working for targeting customers. Daily Crunch lacks the recourses that allow them to track customer data. Although they have majority of their sales coming from their ecommerce site, the information through those channels do not distribute demographics or psychographics that would help with target market research.

I suggest that Daily Crunch utilizes some of their marketing budget towards commercials. During a time like this pandemic, everyone is stuck inside during lockdown. These potential or current customers find comfort in escaping reality and watching their favorite shows or possibly even more on target with fitness and health YouTube videos. This brand has done well networking themselves to partnerships with beneficial companies like with Amazon and KeHE. This market relies on television entertainment or specific content on Youtube, and most of the time they see an ad or promotion that is not on their social media, it is in between some of their favorite shows or videos.

Adding at least two new flavors will be the “new news” to send them more in the direction that they are wanting. Rather than expanding their product portfolio with new brand extensions, new flavors can get current or new customers talking about something new and get them excited. After doing some more extensive market research, these new flavors could potentially be that next step for the company.

Creating a partnership that is connected to a health and well being influencer/non-profit, where a certain percentage of revenue contributes to a beneficial cause that aligns with the ethos of the brand. This can be risks as the revenue and budget would have to go into giving up some of that earned profit, for the cause.

The strategy that will offer the best results for the company would be to leverage connections with networks and get commercials to come onto streaming platforms as well as live tv. This is the most reliable way to stay budget friendly yet current in the fast paced market of snack foods.