

Final Project: Plan for Zesty Z

CHALLENGE

Co-founders Alexander Harik and Lorraine George-Harik created a product that is seven months old and already nutritionally better than any other in the market. There has been no innovation in the baked pita chips industry for 25 years. The industry is a \$1.2 billion dollar market and Stacy's and Frito Lay own 82% of the pita chip category. Zesty Z pita chips is a new product that features a renowned recipe lower in carbohydrates and higher in fiber. This recipe is what makes the product unique and innovative in its category. Zesty Z's biggest challenge is to disrupt the industry by becoming the healthier pita chip and second best option right below Stacy's, the biggest competitor generating annual profits of \$246 million dollars.

Zesty Z's marketing message should be health. Currently, none of the top three pita chip companies controlling the market focus on health or leverage their product's nutritional value. The prime selling-point of this product, its recipe, should be targeted to diabetics. In 2021, 38.4 million people of all ages of the U.S. populations had diabetes – representing 11.6% of the total population. Weight loss drugs, specifically GLP-1, have been on the rise in the last few years. In 2024, a study by KFF found that 12% of adults say they have ever used GLP-1 drugs and 6% of these say they are currently using them. The reasons behind these prescriptions rely on diagnoses of diabetes, heart diseases and overweight or obese patients.

AUDIENCE

Zesty Z's target audience should be individuals diagnosed with pre-diabetes and type 2 diabetes, since these are individuals who should beware of their diets, and GLP-1 patients, specifically those being treated for diabetes and weight loss.

Insights

- Zesty Z is higher in fiber than any other pita chip in the market. Fiber is the second most requested nutritional value after protein.
- High fiber products are essential for diabetics and GLP-1 patients. About 6% of the American population is currently a GLP-1 patient. Zesty Z could bring about 15 million new customers by reaching this group.
- Zesty Z's recipe is based off baking pita bread. Due to mass production, Stacy's no longer follows the unique process of baked pita chips and instead bakes them in cracker form. As mentioned, no other competitor at the top three produces a product with health benefits like Zesty Z's.

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- Zesty Z is expanding in the Midwest. In 2021, diabetes prevalence in this region was 12.5%. The expansion helps create brand awareness among general audiences but also positions the product within the health community.
- Countless websites that speak to the health and diabetes community list friendly snacks primarily made from whole foods. Even though the market provides certain store-bought snacks, all of those derive from whole foods like tortilla chips, vegetable chips, popcorn and seedy crackers. There are no store-bought diabetic-friendly pita chips in today's market.

GOAL

Be the healthier pita chip and in 5 years hold second place in the market earning \$21 million in profits.

STRATEGY

- Earn relevant market presence in the Midwest, where most of the American population is concentrated, by placing the product in large supermarket chains.
- Market the product as a diabetes and GLP-1 friendly snack to reach new audiences.

BIG IDEA

Zesty Z should leverage their guiding philosophy of “NO BAD DAYS” through a public relations campaign. The product has a lot of potential to be marketed by itself for its unique recipe in order to engage their target audience. The brand's philosophy entails a health aspect by itself where there are no bad days when eating the product. This slogan can be used for diabetics and GLP-1 patients today but can also be continued going forward when entering other markets and reaching new audiences. By delivering a product that stems from its philosophy, it will create customer loyalty and achieve a steady growth in the market.

Since the product only launched seven months ago, there is room for growth in terms of public relations, advertising and marketing efforts. The “NO BAD DAYS” campaign would also feature a survey asking people which snacks make them feel good versus guilty. Zesty Z can later create a “NO BAD DAYS” index* and share this data with trade health publications that can speak to the benefits of the product, social media advertisements and contacting dietitians to serve as spokespersons. It is essential to keep in mind the weight of the web and the use of search engine optimization to leverage the uniqueness of the product. When potential customers look for healthy products Zesty Z should pop at the top for “perfect pita chips,” “healthy pita hips” or “guilt-free pita chips.”

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TACTICS*

Tactic 1: Collaborate with registered dietitians, nutritionists and health coaches to position Zesty Z as a healthy snack option, providing free samples and educational materials that showcase its superior nutritional profile. Form strategic partnerships with diabetes and GLP-1 patient advocates, sponsoring events such as diabetic cooking classes and health expos where speakers highlight the benefits of Zesty Z. Ensure that all influencer content consistently emphasizes the “NO BAD DAYS” philosophy, connecting the brand’s mission to personal stories of better health and positive lifestyle changes.

Tactic 2: Work with Meijer to gain prominent in-store placement, especially in “healthy snack” or “diabetic-friendly” aisles and coordinate dietitian consultation events where shoppers can learn about Zesty Z’s high-fiber, low-carb attributes. Foster a community-oriented approach by including tasting sessions and promotional activities at Meijer. Throughout these activations, integrate the “NO BAD DAYS” message to reinforce guilt-free snacking and develop deeper brand awareness among Midwest audiences.

Tactic 3: Optimize Zesty Z’s online presence by targeting key search terms such as “healthy pita chips,” “diabetic-friendly snacks” and “high-fiber chips,” ensuring the brand appears at the forefront of relevant search queries. Expand the website with educational resources—recipes, snack pairing ideas and testimonials from health professionals—showcasing the unique value of Zesty Z for diabetics and GLP-1 patients. Align all digital touchpoints with the “NO BAD DAYS” ethos to drive home the concept of guilt-free snacking while elevating overall brand credibility.

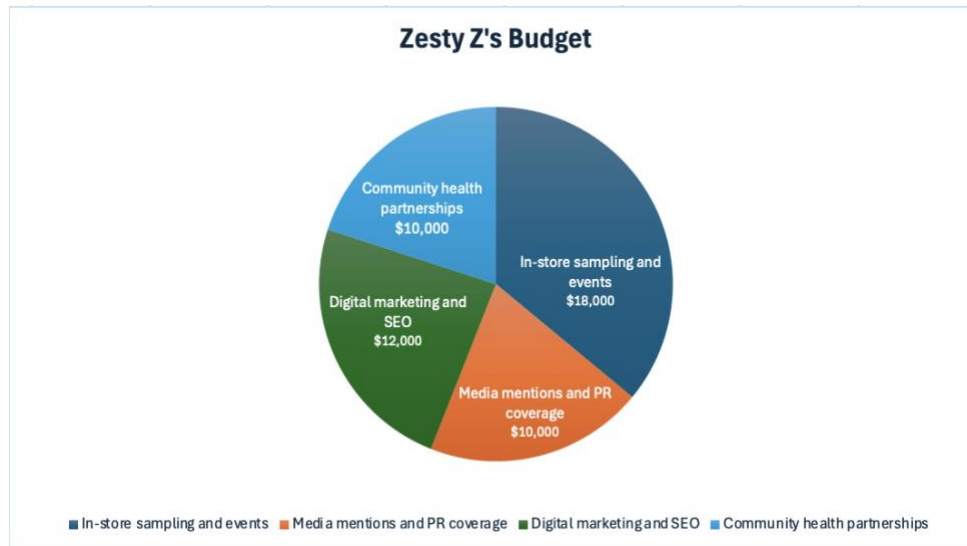
KEY PERFORMANCE INDICATORS*

- Media mentions and PR coverage: Track the volume and quality of Zesty Z coverage in traditional and online media, with a focus on health and diabetes publications. Measure the share of voice compared to competitors and analyze sentiment to gauge campaign effectiveness.
- Digital reach and SEOs: Monitor keyword rankings for high-intent terms like “healthy pita chips” to ensure visibility on the first page of search results. Track website traffic, engagement metrics and conversions to assess how effectively content drives brand discovery and growth.
- Sales and market share: Analyze changes in regional and national sales figures to pinpoint increases in Zesty Z’s market penetration. Compare these results to competitor data to determine how much market share Zesty Z gains over time.

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- Retail and community engagement: Count the number of store placements and track in-store event attendance, focusing on areas featuring demos or consultations. Partner with local health organizations and nonprofits to boost awareness, then measure the resulting impact on overall product demand.

BUDGET



CONCLUSION

Zesty Z has the opportunity to reinvent the baked pita chip category by delivering true innovation and a health-forward solution – something the industry has been missing for decades. By uplifting our “NO BAD DAYS” philosophy through retail activations, influencer partnerships and a strong digital presence, we will reach diabetic and GLP-1 communities craving delicious, guilt-free snack options. We have the product and the potential to champion the best pita chip in the market. Let’s make every day better with Zesty Z.

<https://www.cdc.gov/diabetes/php/data-research/index.html>

<https://www.kff.org/health-costs/poll-finding/kff-health-tracking-poll-may-2024-the-publics-use-and-views-of-glp-1->

[drugs/#:~:text=Overall%2C%2012%25%20of%20adults%20say,Obesity%20Drugs%20for%20Racial%20Disparities?](https://www.kff.org/health-costs/poll-finding/kff-health-tracking-poll-may-2024-the-publics-use-and-views-of-glp-1-drugs/#:~:text=Overall%2C%2012%25%20of%20adults%20say,Obesity%20Drugs%20for%20Racial%20Disparities?)

<https://pmc.ncbi.nlm.nih.gov/articles/PMC2764564/#:~:text=State%2Dlevel%20prevalence%20of%20diabetes,0.76%20for%20women%20%5B2%5D.>