



Agenda

- 👤 Discuss the objective, our target, competition, and what we have learned
- 👤 Creative Presentation
- 👤 Summary

Objective

Position Blue Apron as an **attractive, logical, and financially feasible** option for the **millennial** market

Millennials

- Born between 1980-2000
- Recent graduates preparing for first or second jobs
- Attracted to individualized experiences
- Majority are economically efficient

Social Habits

Friends and family are top sources of information that Millennials seek in making major decisions.

Family	77%
Friends	64%
Search engine	21%
Expert website	21%
Co-worker	20%
Social networks	13%
Go it alone	8%



Highly sociable, collaborative, open-minded, goal-oriented

Tech & Media



Technology is an extension of the body

Adventure-Seeking



Attracted to spontaneous, unique experiences

Laura & Jenna



Age: 25

Occupation: Laura: Teacher & Yoga Instructor
Jenna: Barista

Location: Brooklyn, NY

Education: Laura: Graduated
Jenna: Getting Masters in nursing

Motivations



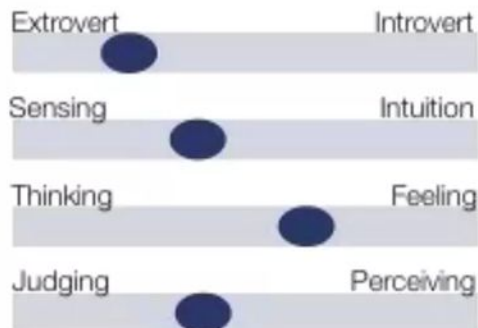
Goals

- Exercise / do yoga as much as possible
- Find a quick method for cooking without paying much money
- Pay off student loans

Frustrations

- Eating too much take-out
- Not enough time for grocery shopping
- Spending more money than they want on meals

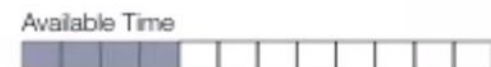
Personality



Bio

Laura and Jenna are two 25 year-olds recently out of college and are trying to make it in the big city! Laura is a teacher at a local elementary school and teaches yoga in her spare time. Jenna is a Barista at the local coffee shop who also balances night classes to attain her master's degree in nursing. Laura and Jenna work long and tiring hours and usually don't have time to go to the grocery store and prepare meals. Both are vegetarians and prefer local fresh foods. They are open to having adventures on the weekends and enjoy going out and socializing.

Cooking



Finances



lululemon



L.L.Bean

Laura



Age: 25

Occupation: Laura: Teacher & Yoga Instructor
Jenna: Barista

Location: Brooklyn, NY

Education: Laura: Graduated
Jenna: Getting Masters in nursing

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Cooking



Finances



Goal: work out everyday

Frustration: doesn't have means to buy fresh ingredients

Jenna



Age: 25

Occupation: Laura: Teacher & Yoga
Jenna: Barista

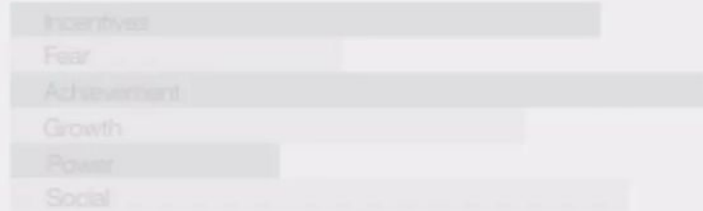
Location: Brooklyn, NY

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Personality



Motivations



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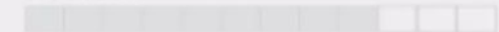
Spending more money than they want on meals

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Cooking

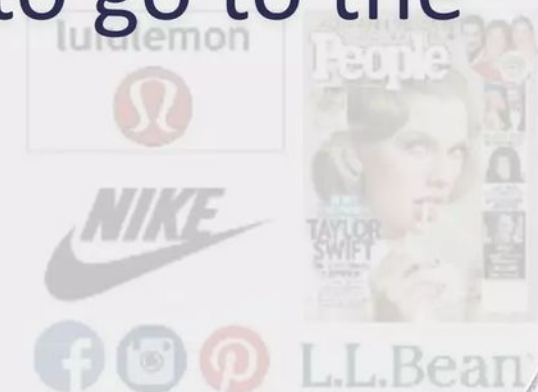
Experience



Available Time



Finances



Goal: make enjoyable meals

Frustration: doesn't have time to go to the grocery store

Laura & Jenna



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Motivations



Goals

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Cooking

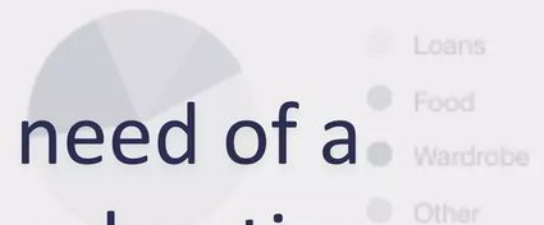
Experience



Available Time



Finances



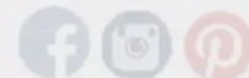
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lululemon



L.L.Bean

Order too much take-out and in need of a healthy and not too expensive meal option

Jake & Monica



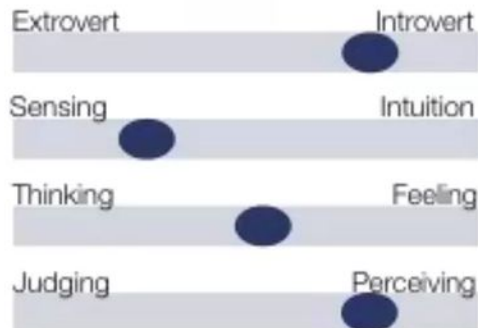
Occupations: Monica: Interior Designer
Jake: Real Estate Agent

Status: Engaged

Location: Wellesley, MA

Education: Graduated from BU

Personality



Motivations



Goals

- To have a nice house and a big family
- Try to eat healthy and fresh foods
- Would like to retire early

Frustrations

- Not confident in cooking abilities
- Fresh local food is expensive
- Want more variety with their meals

Bio

Jake and Monica met in college and have both worked hard for their current careers. Jake is a successful real estate agent while Monica is an interior designer. In their spare time Jake and Monica enjoy watching Netflix together or hosting small get-togethers with their close friends. The couple are financially stable and are planning for their upcoming wedding in the winter. They do not have much time for grocery shopping or to organize and prepare meals. However, they are open to try new things and improve their cooking skills.

Cooking



Finances



SPERRY
TOP-SIDER



Jake & Monica



Occupations: Monica: Interior Designer
Jake: Real Estate Agent

Status: Engaged

Location: Wellesley, MA

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Personality



Motivations



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Cooking



Finances



SPERRY
TOP-SIDER



Goal: hear about new recipes

Frustration: timid about trying new things in the kitchen without guidance

Jake & Monica

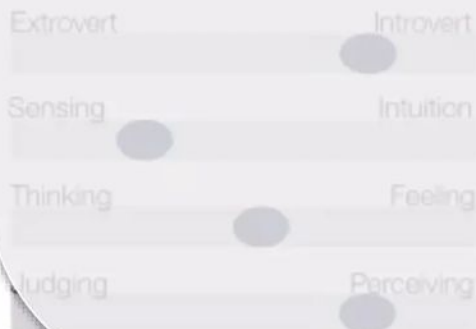


Occupations: Monica: Interior Designer
Jake: Real Estate Agent

Status: Engaged
Location: New York

Education: Graduated from BU

Personality



Motivations



Goals

- To have a nice house and a big family
- Try to eat healthy and fresh foods
- Would like to retire early
- Not confident in cooking abilities
- Don't have too much time to cook
- Want more variety with their meals

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Cooking



Finances



SPERRY
TOP-SIDER



Looking for a fun experience with new meal ideas and help when cooking

Shifting Millennial Attitudes

From



To

➤ Dining Out

➤ At Home Cooking

➤ Unwholesome Produce

➤ Healthy & Fresh Produce

➤ Expensive Grocery Shopping

➤ Feasible Meal-Plan Options

➤ Repetitive Meals

➤ Different meals for year

Are Home-Cooked Meals at Risk?

- New restaurant selections
- Change in eating habits
- Food delivery options



Feature:

Price	\$9.99 per meal	\$12 per meal	\$11.50 per meal
Meal Options	2 Person or 4 Person Able to set preferences	Beef, Poultry, Vegetarian, Seafood	2 Person or 4 Person Classic Box vs. Veggie Box
Meal Repetition	Not repeated in a whole year	Seasonal	Seasonal
Meal Choices per Week	Two Person - 6 options Family Plan – 4 options	9 options	5 options

Variety



Product
Focused

Process
Oriented



Repetitive



Marketing Opportunity

Outshine societal tendencies that change how millennials eat meals by focusing on key insights

What we Learned

- ✦ Want something exotic, adventuresome, memorable or new to explore during dining experiences

What we Learned

- Live in the moment and make memories
- Crave the joy of adventures and discoveries, whether epic or everyday

What we Learned

- Blog, Facebook, Vine, SnapChat, update Yelp entries, post on YouTube, and Instagram



Aidan Harvey @aidanrv · Jul 16

Steak and magical potatoes for dinner tonight! Even Jerry enjoyed it 🍴

#AdventuresofJerry #BlueApron... Instagram.com/p/5N-HGUzPU_



Lauren Mastro @MastroLauren · Jul 19

Our lunch is better than yours! #salmoncaesarsalad #blueapron @RfrankToo @blueapron



Leigh Lassiter-Counts @Leigh_L_C · Jul 18

Not only do I NOT have to answer "what's for dinner?!" but the box provides entertainment while I cook! #blueapron



Joan Parks @JustJoan308 · Jul 18

Another delicious meal from @blueapron! Seared pork chops and roasted sweet potato salad Yum! #BlueApron

#CookYourJourney

Cooking with Blue Apron is **experiential**.
With our ingredients, you'll be taken on a
journey through different tastes,
experiences, and dishes.



#CookYourJourney

www.blueapron.com/cookyourjourney



Blue
Apron



#CookYourJourney

www.blueapron.com/cookyourjourney

DREAM

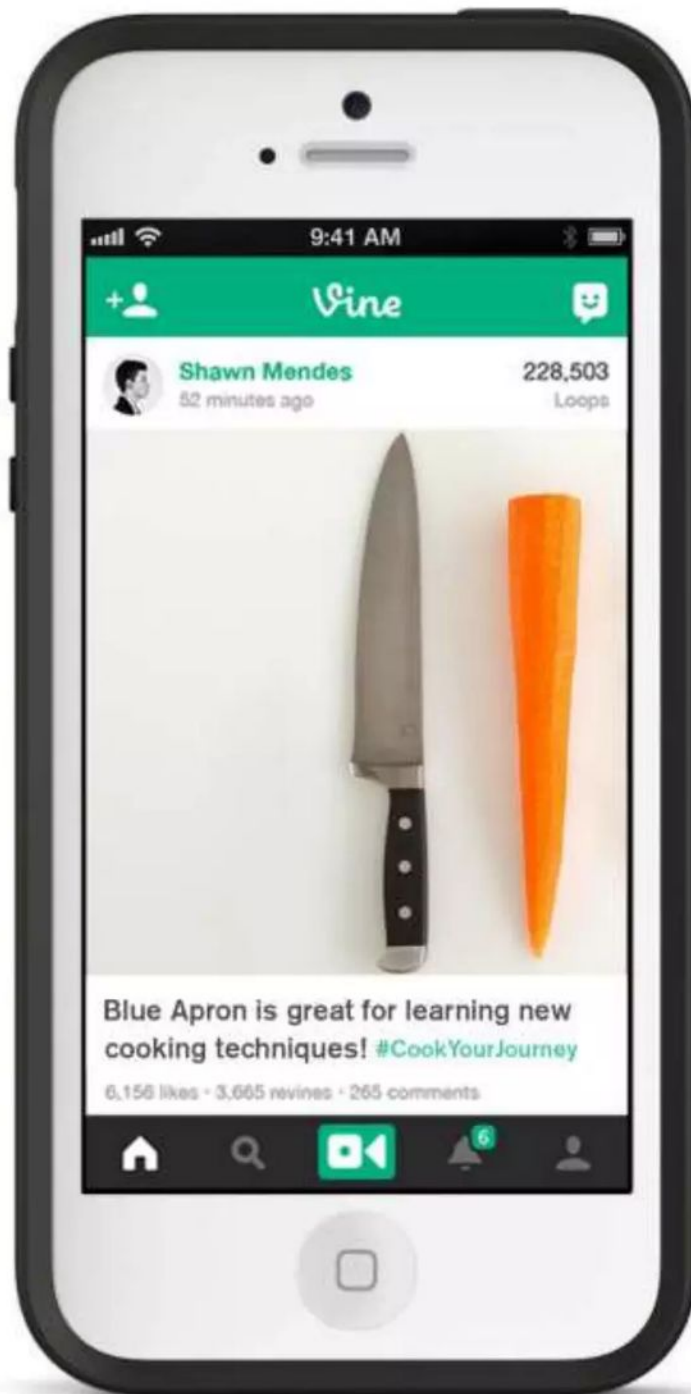
EXPLORE

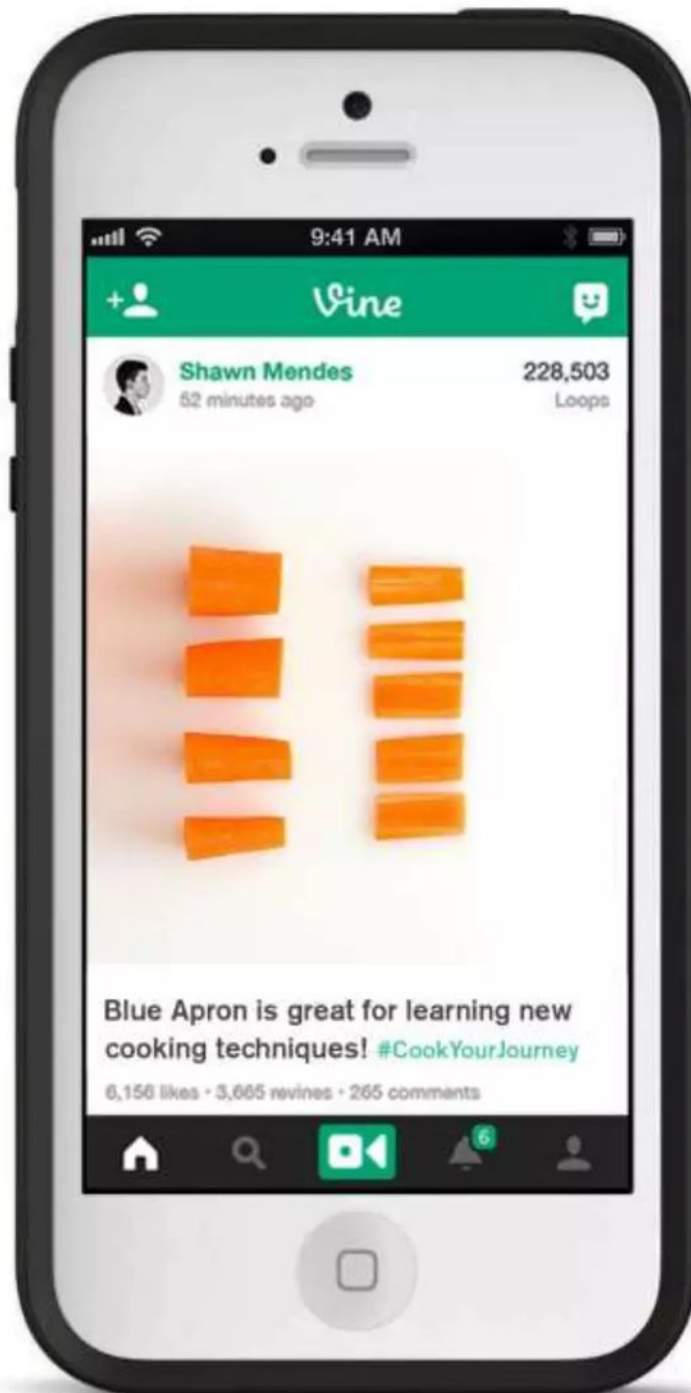
SHARE

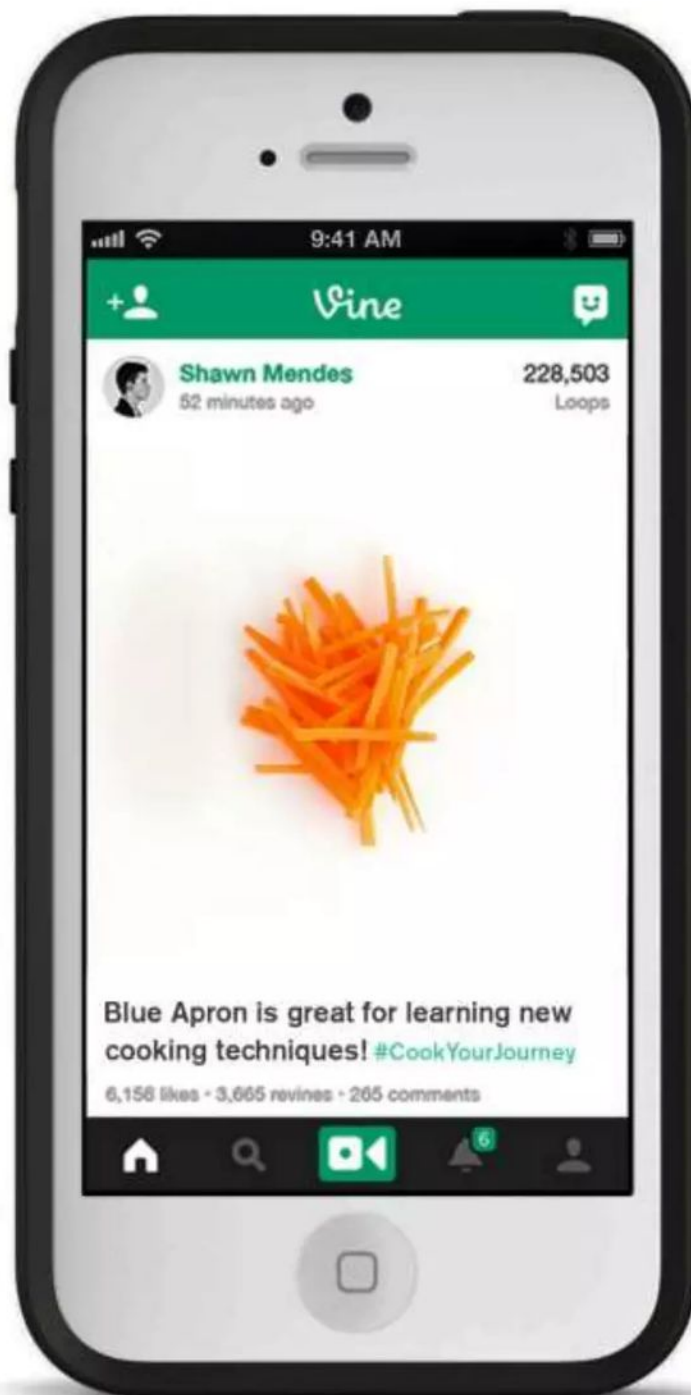


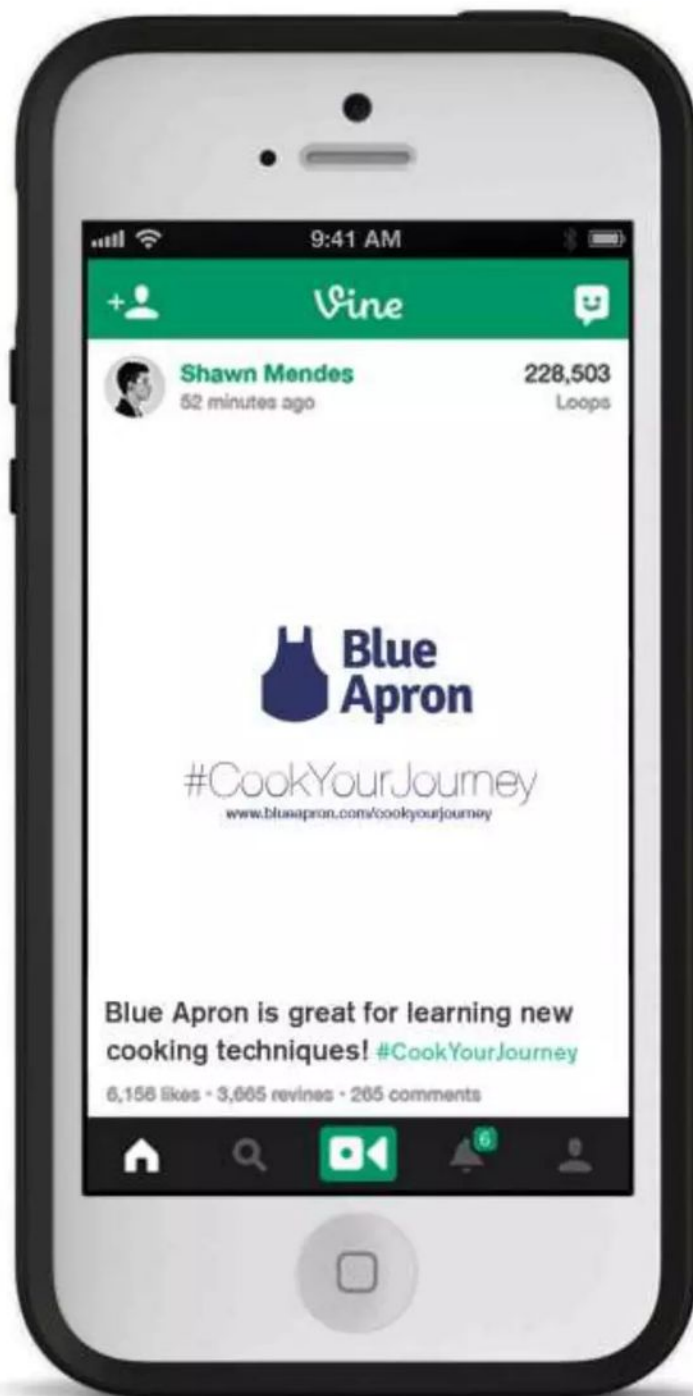
#CookYourJourney

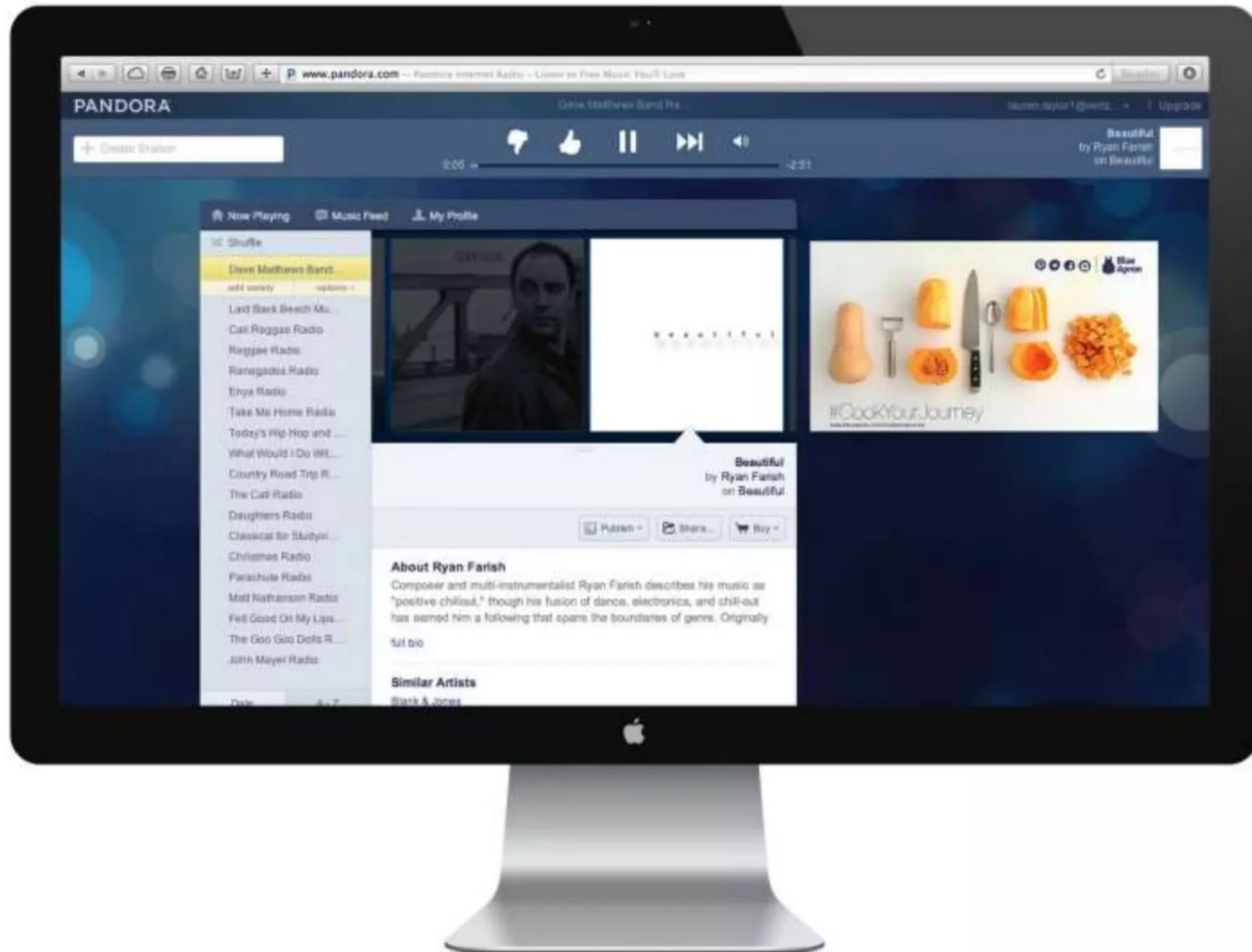
www.blueapron.com/cookyourjourney











Every Dish is a
New Story



Everything you cook with Blue Apron will be something
that **creates a story,**

whether it's the **taste reminding** you of a time in your
childhood, or **creating something new** with a
significant other.

Every dish created will **say something to you.**



#CookYourJourney

EVERY DISH IS A NEW STORY



www.blueapron.com/cookyourjourney

Do not hold doors

Do not hold doors

5



Do not lean on door

Do not lean on door





WASHINGTON STREET

JCDecaux



#CookYourJourney
EVERY DISH IS A NEW STORY





2



#CookYourJourney
www.blueapron.com/cookyourjourney

Expand your Cooking Horizon

Blue Apron offers a wide **range** of different ingredients. With them, you will be able to **cook incredible dishes...**

...and at the same time use these ingredients to become a **better chef**. The journey to **quick and easy** culinary success starts with Blue Apron.



EXPAND

YOUR COOKING HORIZON

#CookYourJourney



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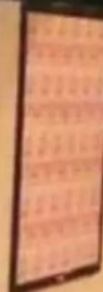


EXPAND

YOUR COOKING HORIZON

#CookYourJourney

     **Blue Apron**
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TV MOVIES KIDS ADD-ONS



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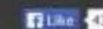
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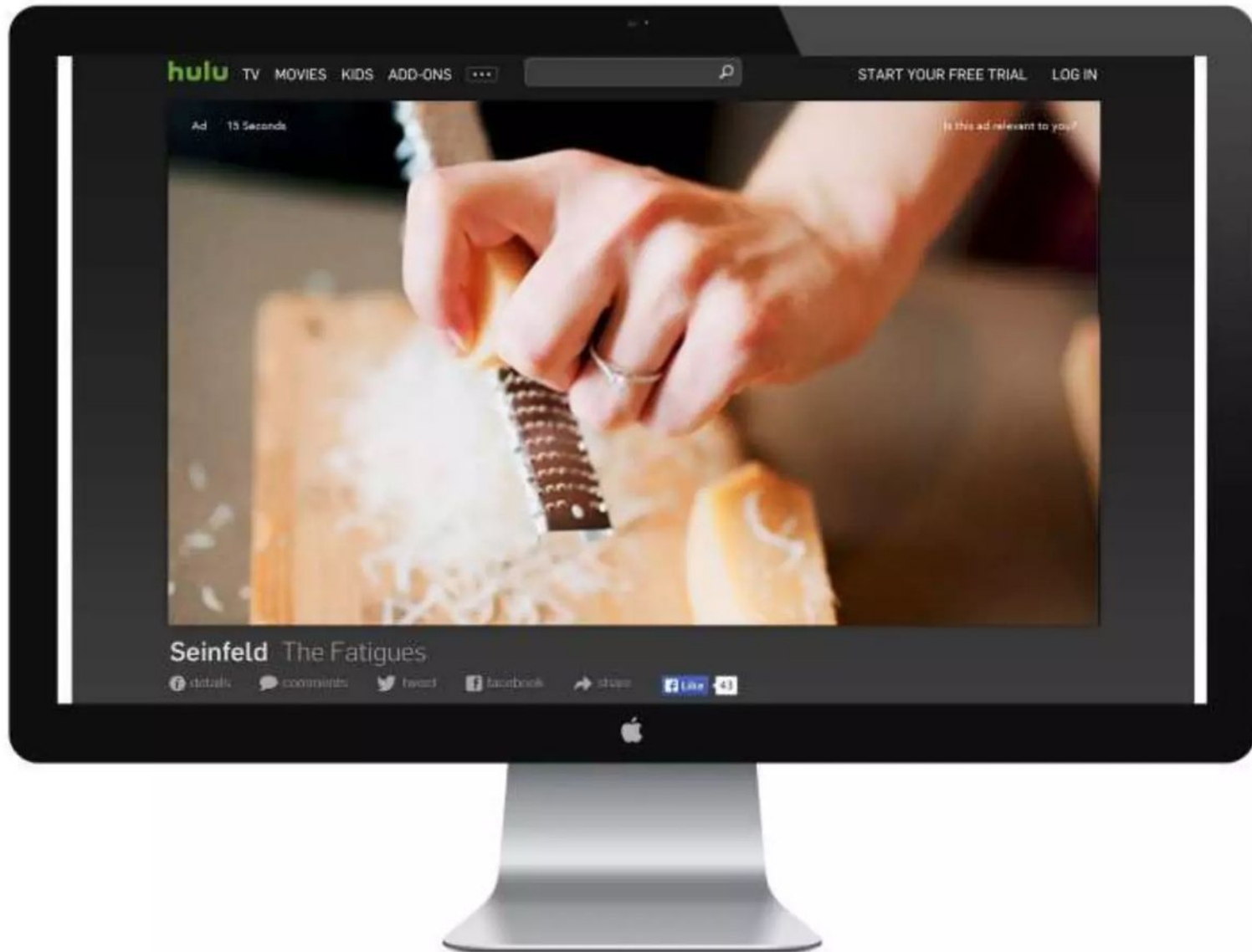
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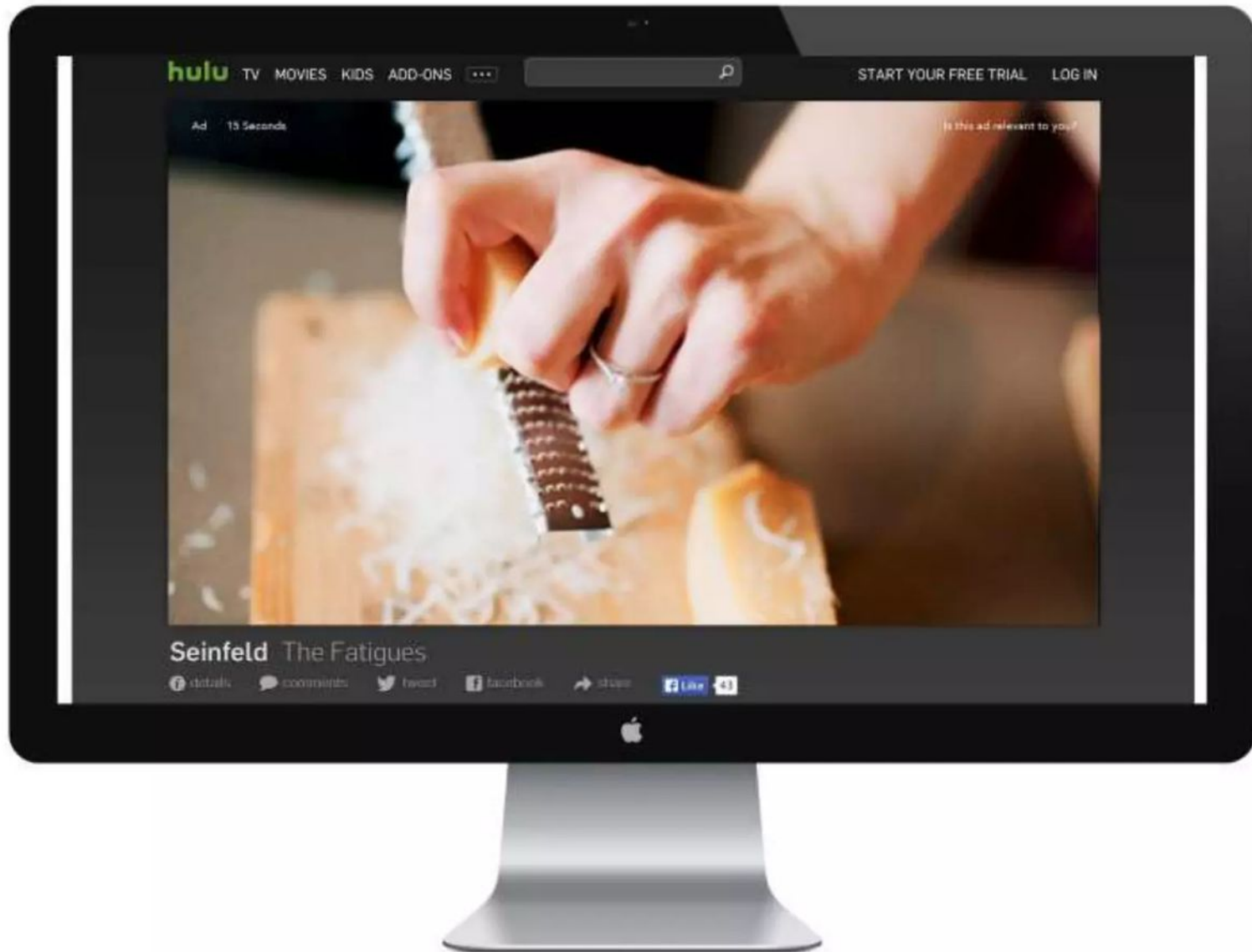
facebook

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Lauren Mastro @laurenmastro · Jul 18
Our lunch is better than yours! #Cookyourjourney #blueapron @PhankTao @blueapron

Joan Parks @JoanParks · Jul 18
Another delicious meal from @blueapron! Grilled pork chops and roasted sweet potato salad Yum! #Cookyourjourney

Melody Koh @melodykoh · Jul 18
Celebrating the app launch with a @blueapron dinner! Salmon Caesar Salad with Homemade Sourdough Croutons. #Cookyourjourney



"I've always wanted to make more home-cooked meals with fresh ingredients." in 53 reviews

"The instructions are easy to follow and I love that the meals come with all the ingredients." in 10 reviews

"The portions were perfect and easy to follow, and the finished products were delicious." in 19 reviews





BEGIN YOUR ADVENTURE NOW







Load More



Erin Greene FOLLOW

1,389 likes

blueapron Adding some summer love to our quesadillas with these fresh squash blossoms! Click Your Journey

view all 30 comments

travis1416 @jakebath 🤔🤔🤔🤔

jimpc This was amazing!!!

trbr000013 So yummy

jennavictoriah @penglish yum

shanerva This was the best of the vegetarian offerings this week.

argul678 @skilop yes I saw that.

tl_and @mariza1004 yum

lyndseymurphy @murphy360 show mom to make these!

smileysamiam These were so yummy!

taaduhh @hibari

krenner52 @brianne_mfm

plct0928 Can't wait.

jeckski So delish!

 Auto w/ comments ...





Celebrating the app launch with a [@blueapron](#) dinner! Salmon Caesar Salad with Homemade Sourdough Croutons [#Cookyourjourney](#)



Carly Smith

We cooked our first meal tonight it took around 40 minutes. All of the ingredients were fresh, seemed above average quality, the food was good and for \$10 p/p this is very economical. We also like that you can go onto their website and pick what meals you want.



"I've always wanted to make more home-cooked meals with [fresh ingredients](#)." in 20 reviews



"The [instructions](#) are easy to follow and timed so that the meals come together nicely." in 33 reviews



"The [recipes](#) were different and easy to follow, and the finished products were delicious." in 179 reviews



Summary:

Enjoy endless **adventures**

Share their **stories** on social media

Comfort of their own kitchen

Thank You!