

CASE STUDY:

**WALKERS CREATES VALUE FOR ITS CUSTOMERS
THROUGH ITS MARKETING**



UK Assignment
MARKER



Case Study

Walkers is a snack food company with locations in the UK and Ireland. Walkers were founded by Harry Walker in Leicester, England, in 1948 and were purchased by Lay's owner in 1989. Walkers are the brand name for Lay's potato chips in the United Kingdom and Ireland. Walkers are the most widely distributed crisps brand in the United Kingdom. In 1948, a British butcher named Henry Walker started making crisps to keep his crew occupied amid the post-World War II meat shortage (Woo and Nam, 2020). Walkers is the UK's biggest crisp maker, employing thousands of employees. Crisps and snacks such as Walkers Sensations, Doritos, and Quavers are available. Based in Leicester and acquired by PepsiCo in 1989, Walkers manufactures over ten million crisp packets every day. Walkers is worth £436 million, and over 10 million individuals in the UK eat Walkers snacks every week (Williamson, 2021).

Walkers was the first firm to put a carbon reduction label on a consumer product in 2007. The label displays the amount of carbon absorbed from planting to disposal. Walkers worked with the Carbon Trust to cut energy use per kilogramme by one-third and water consumption by half (Westgarth et al., 2019). Walkers has also committed to making annual cuts in order to retain the label's reputation. Walkers started using only British potatoes in its crisps in July 2007 to decrease carbon emissions by reducing transportation miles. Walkers aspire to be the world's most consumer-focused health and beauty goods brand. The company's goal is to become the world's most trusted health and beauty brand (Walker et al., 2019).

Instead, firms must focus on the customer's stated goal in order to create appealing goods. Walkers may use the marketing mix to establish how product, price, promotion, place, and people are used to meet customer needs. Walkers Crisps uses around 350,000 tonnes of potatoes per year, or over 17,000 truckloads (Vinuales et al., 2019). Walkers utilise only the finest potatoes. After being brought inside, they are reinspected, cleaned, and peeled by a team of professionals. Before packing, the potatoes are diced, cooked, and strongly seasoned. Teams of people check and sample the product to meet Walker's stringent requirements. On the other hand, Walkers uses "Penetration Pricing," which offers a new product at a low price to entice buyers (Truong et al., 2022).

The corporation will raise the price of its product after growing its market share. Competitors Pricing enables a company to set a price for a product or service based on its rivals' rates. Walkers now have to compete in a crowded market. The "Do us a flavour campaign", which

ran throughout 2009, was recognised by the advertising industry for its unique and interactive approach to reaching out to people (Tanusondjaja, Dunn, and Miari, 2021). Cannes, Gramia, Festival of Media, and Campaign Media have all recognised the campaign. A 400-person team is increasing sales via conventional channels, including newsstands, independent grocers, and petrol stations, which account for over half of total sales (Su et al., 2019).

Wholesalers and cash-and-carry companies that sell snacks to independent retailers are also important. Savoury snacks are becoming increasingly popular as more old and new businesses recognise their financial potential. Walkers help businesses increase sales and profits via various strategies, including product selection and display equipment (Stokel-Walker, 2019). Consumers will have a better in-store experience with point-of-sale materials, and businesses will gain. In July 2008, Walkers Crisps launched its "Do Us a Flavor" campaign, and the firm has a history of developing new crisp types. The campaign was inspired by the British public's love of arguing the superiority of crisp flavours, and it took advantage of consumers' need for new, engaging marketing methods (Stenum, 2019).

The one-year campaign was a big success, earning a lot of good responses from the industry. Walkers' use of the term "E-Commerce" to describe their place and distribution suggests that they sell to clients outside of traditional retail channels. Website sales are quickly becoming the world's fastest-growing sales channel. Small businesses may now sell directly to clients because of the Internet's growth (Siripipathanakul and Chana, 2021). In 1999, this amounted to 1% of all purchases made in the United Kingdom. It is a potato chip brand geared towards Generation Z and ladies looking for "me-time." Snack manufacturers are attempting to attract Generation Z customers (at the turn of the twentieth century) (after the year 2000) (Romppanen, 2021).

Around 40% of the worldwide consumer population belongs to this generation. People chew for comfort and to relieve stress when they are anxious. Many people in this age bracket prefer to nibble their food rather than chew it. Snacks are a less expensive, faster, and more practical alternative to full meals in today's fast-paced workplace (Rana et al., 2021). Walkers buy roughly 400 thousand tonnes of British potatoes from 80 farms each year. New technology is being developed to turn potato peel waste from crisp manufacture in Leicester, United Kingdom, into useful fertiliser in order to reduce their carbon footprint. Pepsico UK collaborated with CCm

Technologies, a British cleantech firm, to develop cutting-edge carbon capture technology for potato peels (Munsch, 2021).

Walkers' facilities in the United Kingdom will accept the garbage and turn it into low-carbon fertiliser. Following the successful testing of potato seedbeds earlier this year, the company expects to increase output in 2021 using CCM's specialised technology. Walkers' carbon emissions from potato-growing are expected to drop by 70% due to the fertiliser's mass production (Micheaux and Bosio, 2019). CCM's fertiliser-making technology is based on combining organic fibre, ammonia, and carbon dioxide. Carbon dioxide is absorbed and stored by an ammonia layer on the fibre. The ammonia is stabilised and transformed into a more functional condition by the CO₂ (Mazurek and Małagocka, 2019).

In order to employ a significant quantity of feedstock or achieve a particular formulation, additional nutrients from other waste or recycled materials, such as nitrogen and potassium from anaerobic digestion, may be added at this phase. The technology is intended to work in tandem with Pepsico UK's anaerobic digester, which utilises food waste to create around 75% of the plant's power while ensuring that no garbage is wasted (Loo and Leung, 2018). The newly built technology will turn trash from anaerobic digestion into fertiliser. The company helps farmers reduce their environmental impact and encourages greater circularity in potato processing by reusing potato trash (Lestari, 2019).

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