



## Marketing Mechanisms Used for Summer Food Service Programs

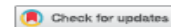
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## Marketing Mechanisms Used for Summer Food Service Programs

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### ABSTRACT

The aim of this research was to determine the mechanisms/channels used for marketing the Summer Food Service Program (SFSP), a federal program that provides free, nutritious meals to children during the summer months. This study utilized a multiple-site, exploratory case study design of 16 sites from seven states and Washington, DC. Data were gathered using various methods: conducting structured interviews with SFSP administrators, administering a short survey about the SFSP, and researchers' observations of mealtime and marketing displays. Utilizing the Process Model for Customer Journey and Experience coding framework, we examined 107 marketing elements of SFSP on the basis of type of promotional mix, purchase phases, and interaction of consumer experience touch point types. Findings suggest SFSPs primarily use paid advertising and public relations as preferred marketing mix channels of SFSPs. Furthermore, findings suggest that SFSPs utilize a variety of promotional mix elements in the preconsumption and consumption phases of the customer journey but not in the postconsumption phase. Findings also revealed SFSP operators favor brand-owned and partner-owned customer touch points in the customer journey.

### KEYWORDS

Summer Food Service Program; promotional mix; customer touch point; process model