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Expanding the Greggs Experience: Launching an Online Cooking Learning Platform in
the EdTech Sector

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1. Introduction

British bakery chain Greggs UK is a leading business that offers affordable, freshly prepared food with a strong presence in the local community. It is named for accessibility, as it was established in 1939 and has become a household name for its focus on values. Strategically, the proposed brand extension into the EdTech sector through a Greggs online cooking learning course also complements Greggs' brand ethos of community enrichment and skill development. Through this, Greggs can reach out more audiences' primary access to food retail is not the Greggs brand, increasing its reach and engagement as well as boosting brand loyalty while also promoting practical life skills through one of the most trusted and beloved national food retail brands (Ebele *et al.*, 2024).

2. Key Marketing Activities of Greggs

Strategic marketing for the 'value, convenience, community' emphasises Greggs' strong brand presence in the UK. Quality and affordability, together with freshness and speed, are the three pillars that make up its brand positioning, namely, offering quality food at affordable prices. It often comes from relatable down to earth marketing messages that modern customers can relate to, as well as an active marketing campaign that deploys on digital platforms: social media, mobile apps, and in-store promotions (Cavalinhos *et al.*, 2021). The brand has also ridden the success of seasonal product launches, be it the famous vegan sausage roll or other products, which are successful offline and soon viral.

The Greggs Rewards app reinforces Greggs' customer loyalty by providing personalised deals and a digitally seamless experience. Greggs is a community-based brand, illustrated by the Greggs Foundation that funds things such as free breakfasts for school children. This connection with local communities is so deeply rooted that it creates trust and emotional inclusion with the consumers.

As Greggs is a strong brand equity brand based on accessibility, affordability and authenticity, its expansion into online cooking education acts as a sound basis. As a trusted brand for food quality and innovation, Greggs already has a reputation for being

on the ball and, as a result, it can leverage its positive brand name to attract learners who wish to use practical cooking skills (Yan *et al.*, 2022). With this move, Greggs is now able to go from feeding communities on a mission to empowering them through skill development.

3. New Brand Extension: Online Cooking Learning Course

An online cooking learning course is a brand extension proposed by Greggs UK, with the company already a popular name in the widely loved and accessible food retailer. As this is Greggs' brand with an appeal and familiarity that people will relate to every day, this digital platform is used to learn everyday cooking skills to everyone from all walks of life. The concept is to become an interactive, on-demand culinary lessons inspired by the simplicity, affordability and taste that Greggs is the best for, driving from a food provider to lifestyle offender.

Platform Design and Course Content

As a web-based platform and a mobile app integrated in Greggs' existing digital ecosystem, the proposed service will be hosted. It will feature guided modules such as "Greggs at Home," "Family Cooking Essentials," "Quick Meals for Busy Lives," and "Sustainable Cooking on a Budget (Kelechukwu Kelvin Ibe and Shiva Prasad Kollur, 2024)." This will include video tutorials, downloadable recipe sheets, , step-by-step instructions in each module. Progressive learning course will be structured to allow users to level up, complete the courses, unlock badges, rewards or Greggs discount vouchers.

Ease of use and accessibility would be the priority of the platform's inclusive design. The course will feature subtitles, language options and beginner-friendly content to make sure the learners of all backgrounds are interested to learn from the content.

Strategic Fit and Brand Alignment

This brand extension is super close to Greggs' values, such as affordability, accessibility and community. Empowering consumers with cooking skills, which will help in eating more healthily on a budget, the platform is reinforcing the mission of the GS to public well-being. This comes on the back of the brand's existing reliability and trust reputation being extended (Nagy *et al.*, 2022). As Greggs products are widely used by consumers who will find the quality and taste familiar, they will likely be comfortable acquiring culinary skills, knowing that Greggs themselves are doing the teaching.

In addition to this, Greggs has one of the strongest offline presences that can be made use of to market the course via in-store promotions, digital screens, product packaging and loyalty programmes. Because of this, customer engagement is maximised and visibility is provided throughout the Omni channel.

Market Potential and Business Advantages

Strategically, the timing of this launch, home cooking and digital learning have continued to be popular during the COVID-19 pandemic. The opportunity for consumers to self-improve and self-improve affordably still exists. The service lets Greggs launch into a huge, growing audience with little physical asset involvement and use of hugely scalable, highly margin digital products (Fernandez and Raine, 2021). Additionally, the platform delivers the opportunity for data collection as well as the generation of customer insight that Greggs can then use to more finely tune its offering of food and marketing.

In the end, and this initiative brings the Greggs experience into households and creates a deeper emotional connection too the brand as well as gears up for long-term technology-led innovation.

4. STP Analysis for the New Brand Extension

Segmentation Strategy

Greggs' online cooking learning course will address some specific market segments that are based on the demographic, psychographic, and behavioural characteristics. The primary demographic is people in the age group of 18 to 45, and they are specifically Millennials and Gen Z users who are digitally literate and are always ready to upgrade themselves. The group which this includes comprises young professionals, university students and parents wishing to acquire practical cooking skills, particularly for themselves and their families.



Figure 1: STP Analysis

(Sources: Symson, 2024)

The target market, Psychographic ally, consists of people who value convenience, budget-conscious living, and personal growth. People who want to have a better diet, to be independent in the kitchen or to try a new hobby could be the driving force behind these people. This group will relate to Greggson for simply honest food, they o they will be more likely to trust and interact with the frozen product's digital learning content (Zhang *et al.*, 2021).

Customers who already interact with Greggs via its loyalty app, social media, or in-store purchases are part of a behavioural segment. Given how familiar these consumers are with the brand, they may also be more likely to sign up for a platform that will extend their brand loyalty. Furthermore, learners who use other EdTech platforms or consume online cooking videos can be retargeted through digital advertisements with targeting based on browsing behaviour and content preference.

Targeting Approach

To target different user groups differently, Greggs will employ a differentiated targeting strategy to fit the online learning course intended for them. However, these also serve as fast healthy and budget-friendly meal ideas to young professionals who live independently or in shared accommodations (Koumassa *et al.*, 2025). Busy parents will get a kick out of the fact that the cooking curriculum is structured and family-oriented, with bonding and nutrition. And the platform is open for those who have certain dietary needs, so they'd like to learn how to make their own food in a way that makes it appropriate to them.

In order to speak to these groups, the content will be more or less complex, long or short, and various formats like item-sized lessons, a complete module. Individualised marketized devices will be changed according to the needs of each group, influencers as congeniality for professional or educational valuation for families.

Positioning in the Market

Greggs will approach its cooking course as a functional, popular, and fun way to learn to cook that turns everyday people into adept home cooks. The tagline "From Our Kitchen to Yours" will be used to emphasise the trust and connection that Greggs has built with its audience. This course is not centred around the Epicurean school or an influencer-driven thing; it's simple and real-life applicable.

The course will be distinguished by providing affordable access, and relatable instructors as well as recipes that are flavourful, quick, and community-oriented, like Greggs' values. This good positioning will enable Greggs to compete effectively in the EdTech space whilst preserving the brand's resilience.

5. Customer Persona

Customer Persona	Details
Name	Sophie Harris
Age	29
Location	Manchester, UK
Occupation	Junior Marketing Executive
Annual Income	£28,000 – £34,000
Marital/Family Status	Single, lives with flatmates
Education	University graduate
Technology Use	Heavy user of mobile apps, social media, and streaming platforms
Goals	Learn to cook healthy meals, save money by eating out less, and improve your lifestyle

Challenges	Limited cooking experience, lack of time, overwhelmed by online recipes
Values	Simplicity, sustainability, and affordability
Hobbies	Watching cooking videos, fitness, and trying new recipes
Shopping Behaviour	Shops on a budget, uses Greggs' app for offers and rewards
Preferred Content Style	Short, visual lessons; beginner-friendly with practical tips
Motivation to Learn	Gaining independence in the kitchen, impressing friends, saving time/money
Brand Affinity	Trusts Greggs for its quality and consistency; sees it as an accessible brand

Table 1: Customer Persona

(Sources: Self-Created)

6. Marketing Mix Strategy (7Ps)

Product

Greggs, the proposed product, is to be an online cooking learning course, which provides cooking skills to people in that broad arena. The course will feature pre-recorded video tutorials, interactive recipe guides, downloadable resources and live Q&A sessions with chefs. Courses will be organised into levels, from beginner to intermediate, and themed

modules such as "Quick Weeknight Meals," "Baking Basics," and "Family Cooking." Both through web and mobile applications, the platform will be available (Amugongo *et al.*, 2022). In addition, to boost credibility, they will expose Greggs, also provide this qualification and integration with the Greggs Rewards app for the 1% discount.

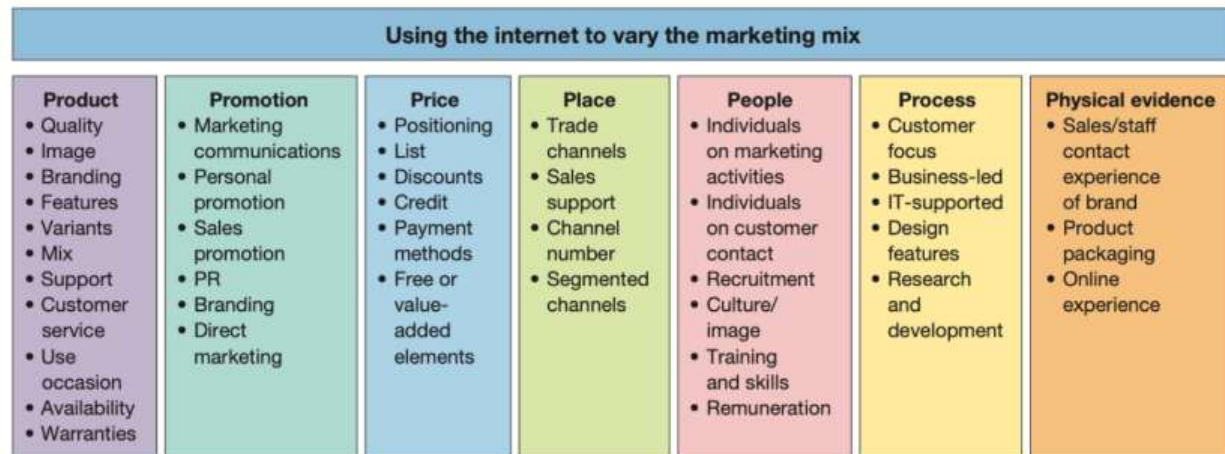


Figure 2: Marketing Mix Strategy (7Ps)

(Sources: Hanlon, 2023)

Price

In this, Greggs has opted for the value-based pricing, which is in line with the hallmark of the brand of being inexpensive with good quality of the course content. Monthly and annual packages will be introduced as a tiered subscription model. The service will be made affordable to budget-conscious users through introductory promotions, bundle deals and loyalty-based discounts (De Jesus and Fajardo-Ibarra, 2023). Potential customers will get to taste the platform through a free trial, and doubtlessness, a limited access model.

Place

The whole course will be taught through a dedicated website and mobile app, there will be no physical meetings. This makes sure that they can reach the country and is also easy to use for users to learn at their own pace. It will also promote the course via Greggs' physical stores, using in-store displays and takeaway packaging to bring people to the channels. The course platform will be linked seamlessly from QR codes and app prompts.

Promotion

This campaign is going to be an integrated one, which includes digital and traditional channels. Teaser tutorials, user testimonials and influencer collaborations will appear on social media platforms such as Instagram, YouTube and TikTok. Posters, flyers, and printed messages on the packaging of food will be used as in-store advertising (Serie, 2021). Greggs Rewards members will be the target of email marketing campaigns that offer early access. Well-known UK food bloggers and eco-conscious influencers will be working with you to enhance reach and credibility; press releases and local media partnerships will increase awareness at the community level.

People

The training will be done by trained instructors and will include in-house chefs and guest experts. Live chat and email will also be provided by customer service staff, will offer technical and learning support. This project will require employees involved in this project to be trained so that they can effectively represent Greggs' customer-first ethos, and so they know how to guide users.

Process

This will make the whole course experience shorter and simpler, from signing up to getting your certificate. Users will have access to a personalised dashboard that tracks progress, can revisit the lessons, and get recommendations. The learning journey will be straightforward and will require few steps, making it herself accessible to all digital literacy levels.

Physical Evidence

Digital badges, completion certificates, branded templates, and eco-themed packaging will serve as tangible indicators of quality that build and reinforce the sustainability message. Pop-up events or cooking demos can also be used by Greggs as an opportunity to show the course in person and, thus, to bridge further its physical and digital presence (Granheim *et al.*, 2021).

7. Future Developments and Technology Integration

Greggs can increase the cooking course through the integration of advanced technology. Artificial Intelligence (AI) is to be introduced that assist in offering personalized learning paths as per the user preferences and performance. Engagement and rates of course completion can be increased by recommendations based on AI. Also, Augmented Reality (AR) aspects could include interactive kitchen simulations to practise skills in a virtual environment before performing them in the real world (Xie *et al.*, 2022). Aside from setting Greggs apart in the EdTech space, these innovations place more data within the reach of students, create a more immersive learning experience, and complement emerging digital shifts in culinary education.

8. Conclusion

Brand extension into the EdTech sector via an online cooking learning course is an evolutionary change for the brand of Greggs. Greggs is perfectly placed to enter a new market using its strong reputation, its embedded community focus and its commitment to accessibility, while remaining true to its core values. Unlike other food retail courses, it gives practical skills and helps to promote healthier living alongside encouraging deeper engagement with customers. Segmented with a strong marketing mix and future time technology integration, this initiative makes Greggs not just a trusted food supplier but also a contributor to personal growth, lifelong learning in the digital age.

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