



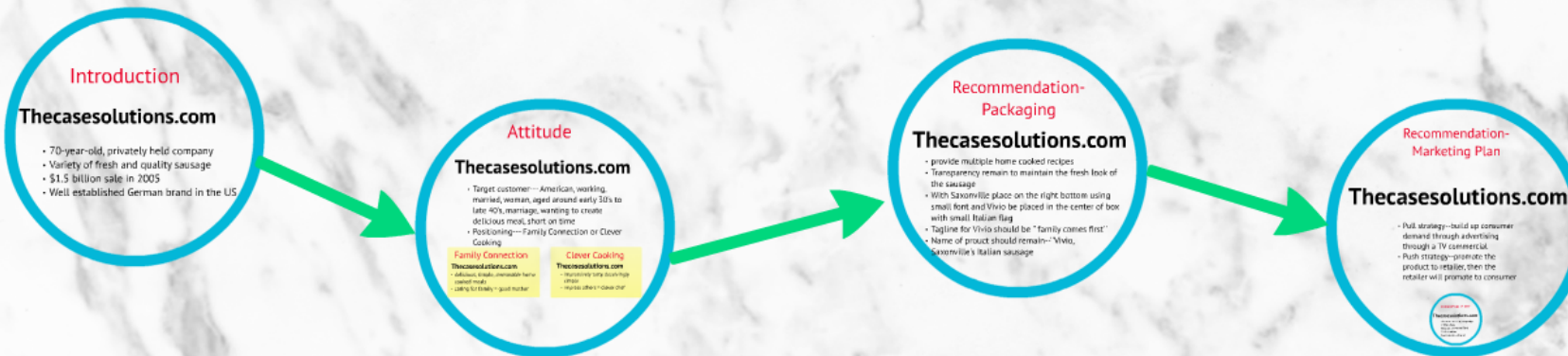
Italian Opportunity

Saxonville Sausage



Juan Valdez: Innovation in Caffeination, Spanish Version

Thecasesolutions.com





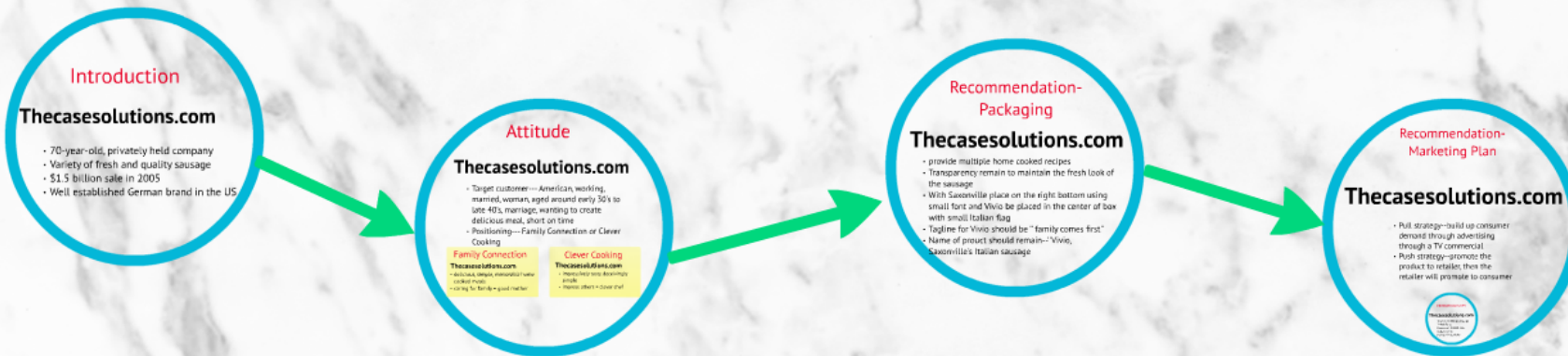
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Introduction

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- 70-year-old, privately held company
- Variety of fresh and quality sausage
- \$1.5 billion sale in 2005
- Well established German brand in the US

Attitude

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- Target customer--- American, working, married, woman, aged around early 30's to late 40's, marriage, wanting to create delicious meal, short on time
- Positioning--- Family Connection or Clever Cooking

Family Connection

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- delicious, simple, *memorable* home cooked meals
- caring for family = good mother

Clever Cooking

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- impressively tasty, deceptively simple
- impress others = clever chef

Cooking

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Recommendation- Packaging

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- provide multiple home cooked recipes
- Transparency remain to maintain the fresh look of the sausage
- With Saxonville place on the right bottom using small font and Vivio be placed in the center of box with small Italian flag
- Tagline for Vivio should be " family comes first"
- Name of prouct should remain--"Vivio, Saxonville's Italian sausage

Recommendation- Marketing Plan

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- Pull strategy--build up consumer demand through advertising through a TV commercial
- Push strategy--promote the product to retailer, then the retailer will promote to consumer

PROMOTION IS KEY

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Revenue building campaign
2 Main Parts
Focuses of PROMOTION
Collaboration
Monopolizing Market

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