



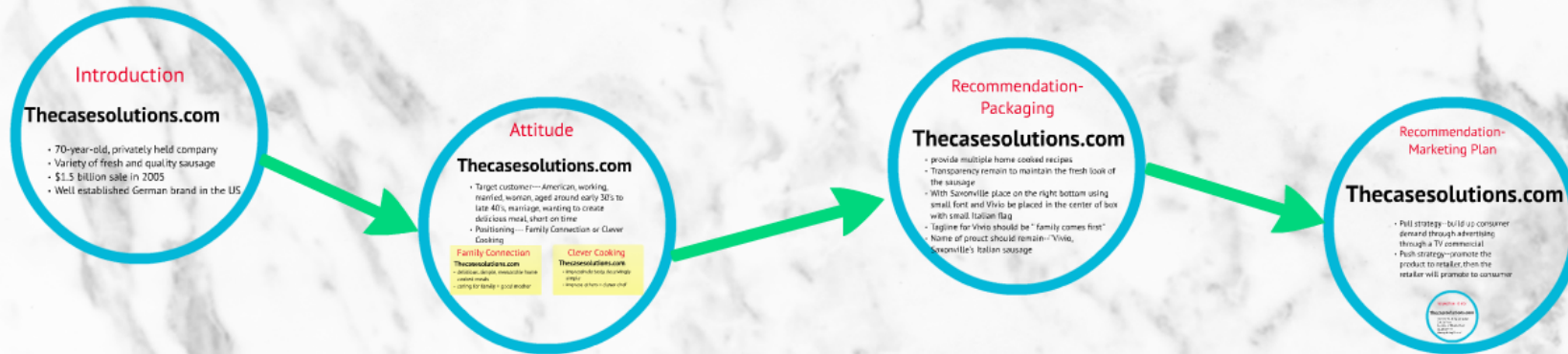
Italian Opportunity

Saxonville Sausage



MINI USA: Finding a New Advertising Agency (A), Spanish Version

Thecasesolutions.com





MINI USA: Finding a New Advertising Agency (A), Spanish Version

Thecasesolutions.com



Introduction

Thecasesolutions.com

- 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

Thecasesolutions.com

- 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

Thecasesolutions.com

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

Clever Cooking

Thecasesolutions.com

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

Cooking

Family Connection

Thecasesolutions.com

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

Clever Cooking

Thecasesolutions.com

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

Recommendation- Packaging

Thecasesolutions.com

- 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

Thecasesolutions.com

- 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

Thecasesolutions.com

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

PROMOTION IS KEY

Thecasesolutions.com

Revenue building campaign

2 Main Parts

Focuses of PROMOTION

Collaboration

Monopolizing Market