

# 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

#### 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 Femily Connection or Cler Cooking

Family Connection
Thecaseoladens.com
- discordings, resorble tem
vales male
- cating for family a good mother

Clever Cooking Thecasesolutions.com Improductions to serving single

#### Recommendation-Packaging

#### Thecasesolutions.com

- provide multiple forme codeed recipes
   Transparency remain to maintain the fresh look
- transparency remain to maintain the riesh look of the sausage
- 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,
   Savoudle's Italian savance.

Recommendation Marketing Plan

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 Pall strategy—build up consume demand through advertising through a TV commercial
 Pash strategy—promote the product to retailer, then the





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Marketing Plan

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through a TV commercial.



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- \$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**

## Thecasesolutions.com

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

## Clever Cooking

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

## Cooking

# Family Connection

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

# Clever Cooking Thecasesolutions.com

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

## Recommendation-Packaging

- 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

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

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Revenue building campaign
2 Main Parts
Focuses of PROMOTION
Collaboration

Monopolizing Market