

Saxonville Sausage, Spanish Version

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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
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 Wall established German brand in the II

Attitude

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- Target customer—American, working, married, woman, aged around early 30% to late 40%, marriage, working to create delicious meal, short on time.
- Positioning—Family Connection or Clew Cooking

Family Connection
Thecasesistion.com
- delices, style, menachic hard
collect mosts
- axing the family - good evolve.

Clever Cooking hecasesolations.com representations.com representations of the cooking tampin representations of the cooking

Recommendation-Packaging

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- Transparency remain to maintain the fresh look of the sausage
 With Saxonville place on the right bottom using
- small fort and Wivio be placed in the center of box with small Italian flag

 - Tagline for Vivio should be "family comes first"

Recommendation Marketing Plan

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demand through advertising through a TV commercial. Push strategy—promote the product to retailer, then the retailer will promote to consume





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Family Connection

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- 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
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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

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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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Monopolizing Market