



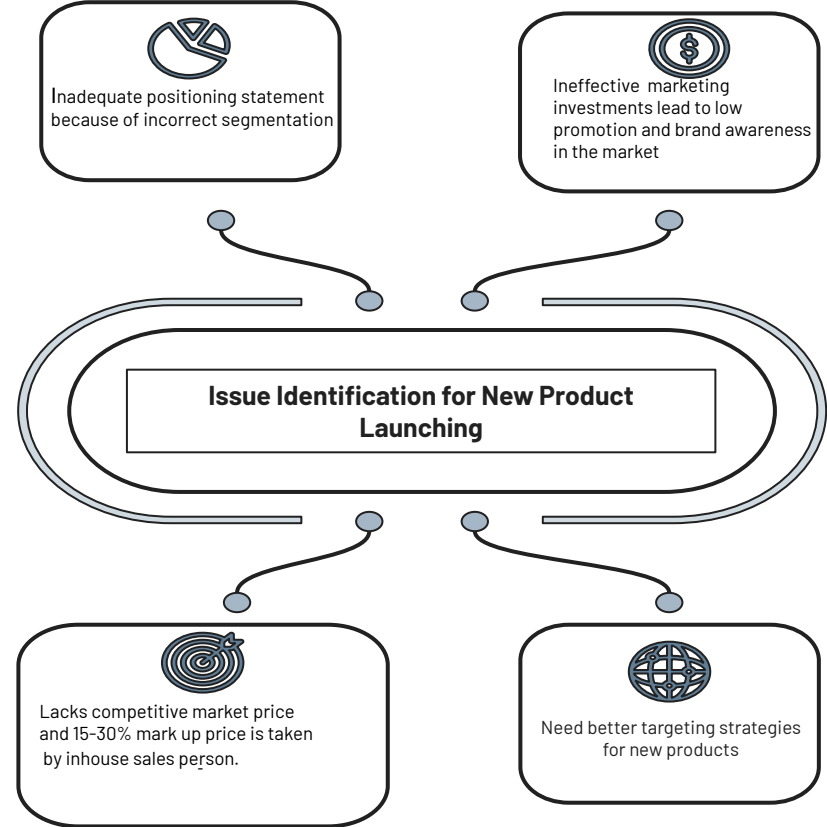
Whiskey and Cheddar

Caesan Cheese Cooperative



Overview

- Caesan Cooperative, a natural cheddar producing company, was founded in Wisconsin in the early 1900s. Caesan has come a long way from having only 5 dairy farmers involved to comprising almost 300 family farms in 2018. Each gets a vote when it comes to decision-making.
- Caesan has a new product coming and is yet to decide whether to launch it with or without new partner ingredient brand integration. This marketing plan is an attempt to arrive at the answer to that dilemma thorough analysis, strategy, execution, and quantitative findings.



Executive Summary

The Problem

Whether Caesan should partner up to use the branded ingredient in their upcoming Whiskey Cheddar product or not because the current audience segmentation of Caesan is not an ideal match for the new product.

The Evidence

To support the recommendations, the analysis of key buying factors shows that quality, brand, taste and uniqueness standards of the product required by Hotels and Restaurants as a segment match what Jameson Flavored Cheese will be providing. The 5C analysis also provides us more details about the company's mission, competitors in the market, collaborators, context and customers.

The Solution

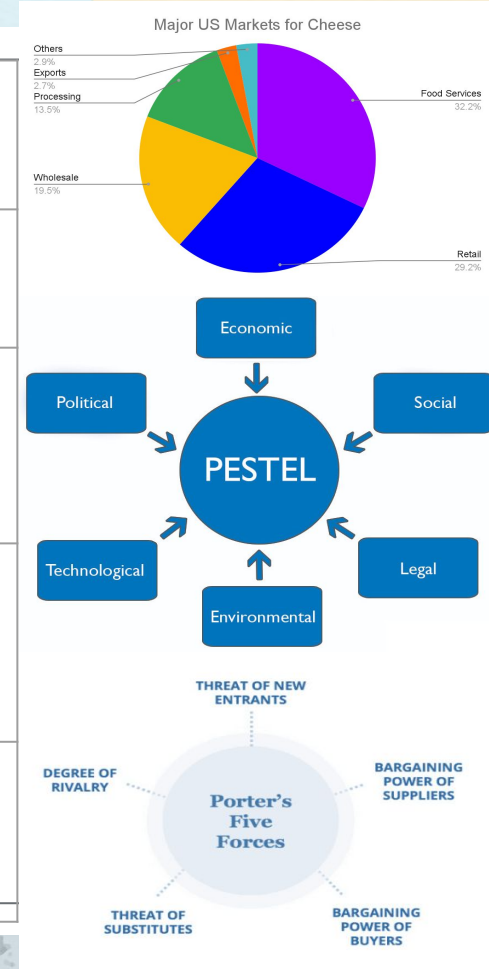
To address these problems, the company is recommended to analyse and revise its target segmentation and improve its positioning. Caesan should be more inclined towards selling directly to other businesses with the help of a new partner. They can sell to Hotels and Restaurants directly who can place their new product as appetizers in bars or in the food menu. Thus, the solution consists of partnering with Jameson.

The Opportunity

The United States cheese production market has a projected annual growth of more than \$390M in the next year. Chances are to keep growing the business of Caesan thanks to this new product launching and get a market share of a segment in the food services market.

5C Analysis

Company	The company differentiates itself as an <u>authentic brand</u> . It specializes in natural cheddars and Artisan cheese which are made in small batches using as little mechanization as possible. Caesan cheese is also made using a <u>family recipe from Northern Ireland</u> .
Collaborators	The major US markets for cheese, which are all collaborators with Caesan are depicted in the graph. Furthermore, Caesan collaborates with food retailers and supermarkets where their cheese is sold. Jameson will also be a collaborator for the project.
Context	In 2018, US was the single largest cheese producer in the world. There were <u>independent and government sponsored associations to support the cheese industry</u> , meaning Caesan is in a supportive but competitive environment. Other major US markets for cheese were food services, wholesale, processing, and exports.
Competitors	In 2018, the top five competitors accounted for less than 25% of the US cheese industry, meaning that <u>no one company has a monopoly over the industry</u> . This means that differentiation is particularly crucial for Caesan. <u>Kraft Heinz is the largest competitor, with 8% of the market</u> . Store brands often compete on price, and national brands compete on product attributes.
Customer	<u>Young professionals with mid-upper household incomes</u> were the largest customer basis. Public perception of Caesan positioned it as a high-quality, healthy cheese that was good for snacking. According to Dairy Food's 2018 Cheese Industry Outlook Study, demand for natural, artisanal, and organic cheeses was expected to grow.



SEGMENT DEFINITION

	Foodies	Socially Conscious	Hotels & restaurants	Stores	Online
Who	 <p>Young to middle age professionals, well educated and mid to upper class households, enjoy to try new food items</p>	 <p>Young to middle age professionals, well educated and mid to upper class households, are responsible towards society and nature</p>	 <p>3 to 5 star hotels and restaurants with bar and drinking options</p>	 <p>Grocery and Convenience stores targeting mid and high income consumers</p>	 <p>Grocery delivery and online ordering platforms catering to mid and high-income individuals</p>
What	Loyalty and usage in a weekly basis for cheese consumption	Loyalty and usage in a weekly basis for cheese consumption	Profitability for restaurants that sell it more expensive	Profitability of selling it more expensive	Foster loyalty to buy online
Why	Taste, quality ingredients and variety	Importance on history and farmer-owned status	Delight customers with the best and more innovative cheese	Not to lose clients that may go to another place to buy this	To have a great variety of offerings

SEGMENT DEFINITION

Loyal Lilly



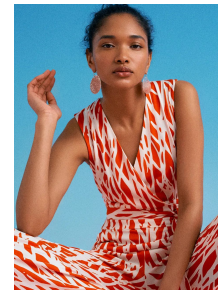
Middle aged and older women, well-educated, high-income, confident and stylish

Inspired Isabella



Young to middle age professionals, well educated and mid to upper class households, stylish and driven

Gen-Z Jenna



Young professionals, have just joined the workforce/started earning, well-educated, stylish

Who

What

Why

They are loyal to DVF and have been purchasing from the brand since its inception

Purchase formal and casual dresses from DVF

Have recently started experimenting their style and purchasing designs they like from DVF

Association with the brand and staying in style

Inspired by women they look up to and subliminally want to be similar to them

Have just been exposed to the brand and see it in a new light

SEGMENT TARGETING

Key buying factors	Foodies (45%)	Socially Conscious (40%)	Hotels & restaurants	Stores	Online	NEW PRODUCT	Caesan online	Kraft Heinz	Sargento	Cabot
Price				Y	Y			Y		
Quality	Y		Y			Y	Y			Y
Snacking	Y	Y							Y	
Brand			Y		Y	Y	Y	Y		
Packaging				Y		Y				
Taste	Y		Y			Y	Y			Y
Variety	Y			Y	Y				Y	Y
History		Y								
Status		Y								
Uniqueness			Y			Y				Y

Initial Company Positioning

Key Buying Factors:

Taste/flavor

Merchandise
Innovation

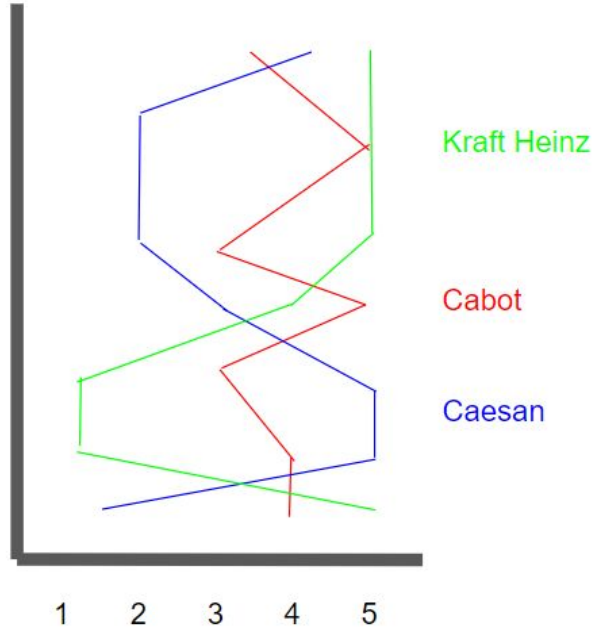
Brand awareness

Retail convenience

Snacking

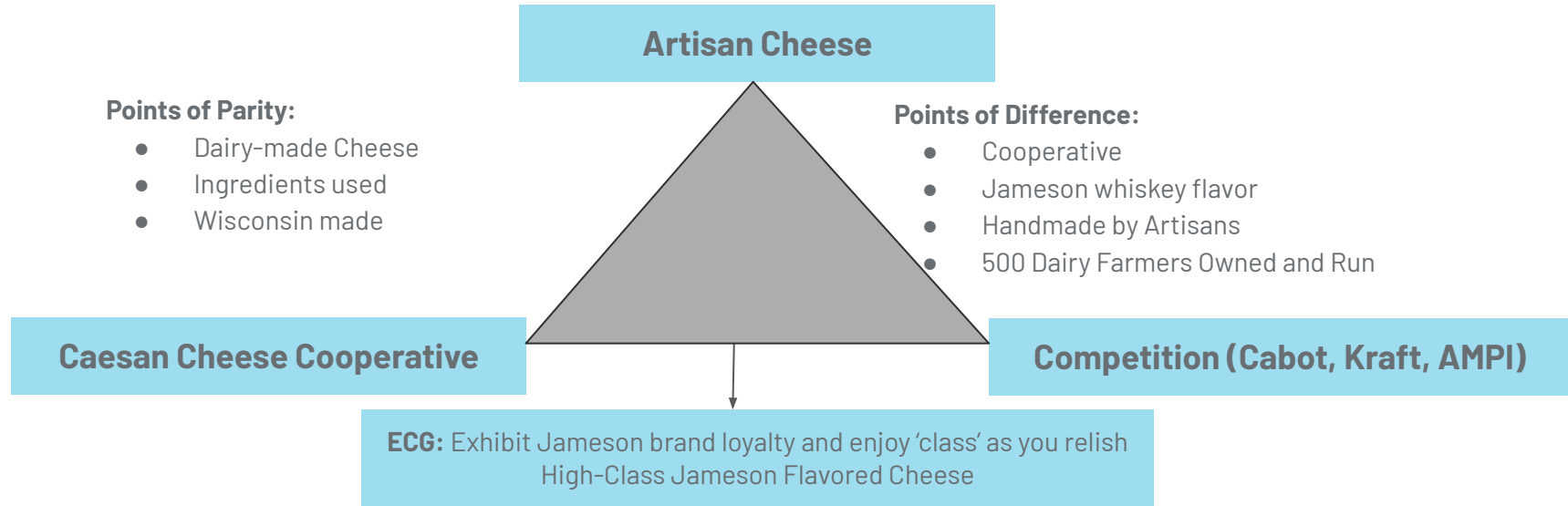
Low Price

Packaging outlook



Positioning Statement for the New Product

For customers who want artisan natural cheddar cheeses, Caesan Cheese Cooperative is a Irish family farmed operation that offers a Jameson Irish whiskey cheddar like none other, so customers can enjoy a new flavor with familiar roots because Caesan has shown a willingness to experiment with flavors and offer the classic taste that customers trust and love.



Customer Need and Goal for Purchasing Caesan Cheese

Self-actualization

desire to become the most that one can be

Esteem

respect, self-esteem, status, recognition, strength, freedom

Love and belonging

friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction



Identified Need - Maslow's Hierarchy of Needs

Belongingness and Ego Needs

Fulfilment of ego, prestige and social status by consuming Jameson flavoured cheddar cheese and exhibiting brand loyalty and preference for 'luxury'.

Identified Goal - Consumer Goals

Promotional Goal

Focus on accomplishment and achievement by consuming a good and high-quality product and experiencing the feeling of 'fitting-in'.

Customer Buying Journey for Caesan Cheese

Customer Journey	Dreaming	Research/Planning	Purchasing	Experience	Reflection
Goal	The buyer expresses interest in purchasing healthy, authentic, natural cheddars.	The buyer has defined the need for healthy/ natural cheddars. At this stage it is where Caesan's low brand awareness is extremely detrimental. With our marketing plan, consumer will weigh options between Caesan and the competitors and match their key buying factors. Hotels and Restaurants arrange meetings with Caesan representatives to understand more about the offerings.	The buyer has decided on the cheese brand they want to satisfy their needs. They consumer Caesan cheese as appetisers at restaurants or purchase them for consumption from supermarkets or retailers.	Appeal on entertainment, emotional, belongingness and ego basis by providing them the Jameson Whiskey flavor in the cheddar. They will relish it as we meet their key buying factor demands.	Consumer will enjoy their experience and the taste of the cheddar. They will not only come back for it but also recommend it to others.
Types of Content	Content to Entertain	Content to Educate	Content to Convert	Content to Persuade	Content to Retain
How to Leverage Content	Targeting buyer through dinner-time advertisements on television mentioning that the product is available in both restaurants and at retailers.	Caesan should not only take their own reputation but also what other competitors are doing. Their presence and increased brand awareness with the help of the new marketing plan, consumers will be more educated about them and their offerings.	Purchasing would be easily done at retailers and by ordering directly in restaurants. The hotel and restaurants will directly provide the customers with the product to consume there.	The experience will be hasslefree and enjoyable. They can have it at St.Patrick's Day to enjoy the Irish-American mix or generally too to make their meals tastier.	Caesan will monitor Consumer responses and reviews through social media listening. Newsletters and emails will be shared with the existing customer database and to businesses we made deals with.

4Ps of Marketing

Product

- Jameson brand Whiskey Cheese
- Packaging will include both Jameson and Caesan labels
- Artisanal Handmade Cheddar
- 7 ounce bars packing

Promotion

- Advertising
- Trade Shows
- Product Demonstrations
- Email Marketing
- Cold Calling Restaurants/Hotels



Price

- Selling price: \$7.49
- Cheese becomes 20% off when bought with Jameson whiskey

Place

- Restaurants
- Hotels
- Vineyards
- Retail Stores
- Supermarkets

Primary Marketing Tactics:

To reach out to the **restaurants and hotels** target segment, Ceasan marketers will indulge in email marketing and cold calling to set up meetings and share bulk/regular purchasing deals and offers. The emphasis will be on Jameson Flavored and how their loyal clientele would also be interested in this. “**Jameson Flavored - Irish-American Artisanal Cheddar Cheese**” would be the main idea.

To increase **general brand awareness** and **inform young and mid-aged high income consumers** about product availability in their nearest restaurants/hotel bars and also at retailers for direct purchase, we would run television advertisement during the prime-time shows and dinner hours for mid-aged customers and also run the same **ads** during **OTT content streaming** for relatively younger customer base. Slogan emphasised would be ‘**Jameson Caesan - near and now...waiting to be eaten**’.

SWOT-CAME ANALYSIS

SWOT

STRENGTHS

Flavor
History
Origin
Artisan Produced

OPPORTUNITIES

New Segment
More Sales and Revenue
Jameson Brand Affiliation

WEAKNESSES

Low brand awareness,
price (not able to
influence), not as many
products as our
competitors

THREATS

Competitors entrance
Low-quality perception

CAME

CORRECT

Increase our Brand
Awareness
and recognition; enter
food services market

ADDRESS

Ingredient innovation
High-quality product

MAINTAIN

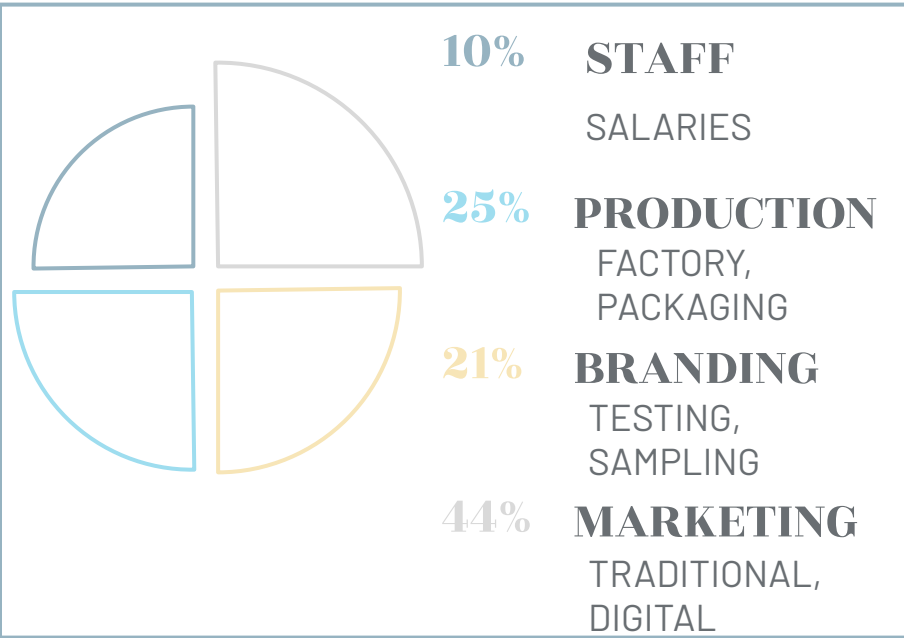
Flavor, home made
products

EXPLODE

Outreach a new market
segment with a B2B
approach

OUTCOMES

BUDGET: 1.8M



KPI

▲ BUSINESSES

Average cost of acquisition per client

▲ SALES

Conversion:
 $(\text{n}^\circ \text{sales} / \text{n}^\circ \text{call}) * 100$

▲ MARKET

Average number of cheese sales per month per client

GOALS

\$3M

Revenue

1k

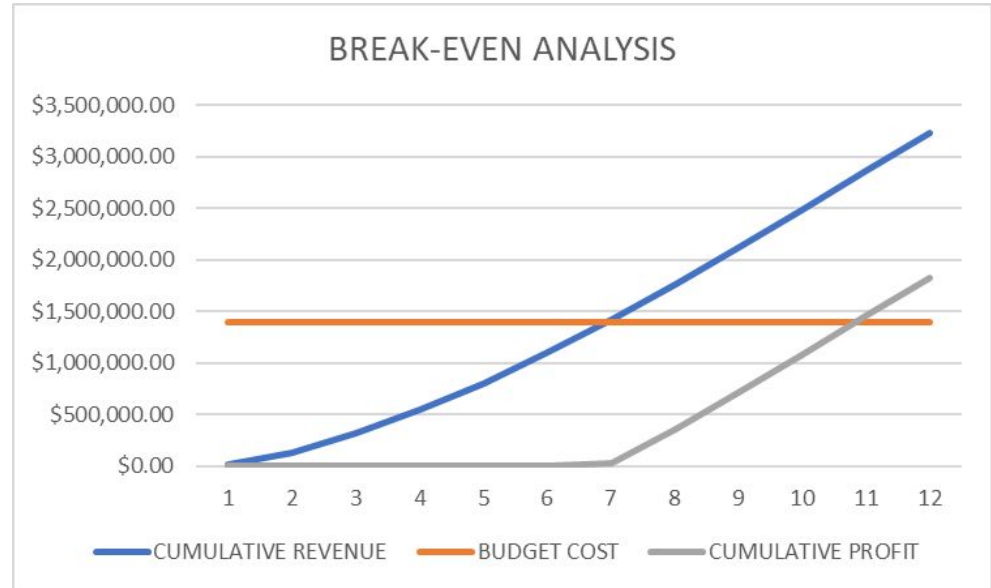
New clients

3%

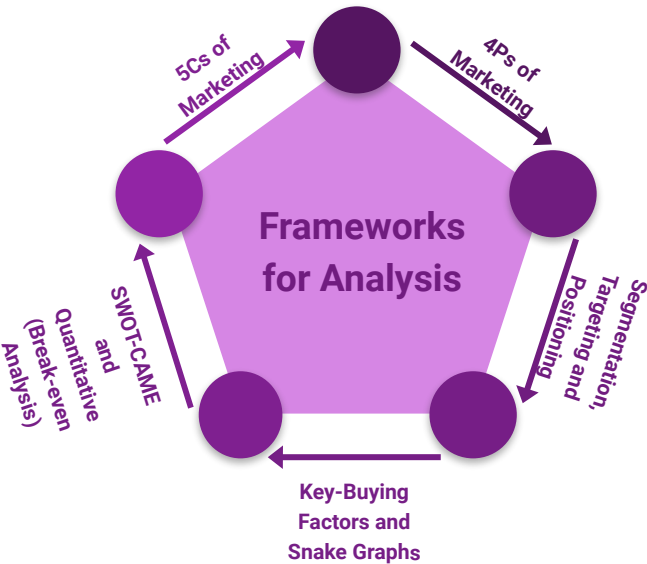
Market growth
Share of Foods
Services

Quantitative Analysis

HYPOTHESIS	NUMBERS
ESTIMATED AVERAGE NUMBER OF NEW RESTAURANT CLIENT ACQUISITION PER MONTH FOR CAESAN	85.00
ESTIMATED NUMBER OF CLIENTS PER MONTH PER RESTAURANT	500.00
ESTIMATED AVERAGE N° OF CHEESE SALES PER MONTH PER RESTAURANT	50.00
PRICE	\$7.49
EXPECTED OUTCOMES	
ESTIMATED YEAR REVENUE	\$3,230,062.50
BUDGET COST	\$1,400,000.00
ESTIMATED YEAR PROFIT	\$1,830,062.50
RETURN ON INVESTMENT	130.72%
BREAK-EVEN	PERIOD 7



Conclusion and Key-Takeaways/Recommendations



- Initial issues for new product launching:
 - No correct segment fit with Caesan main market
 - Inadequate use of sales force resources
 - High price compared to the rest of Caesan cheeses
 - Low brand awareness
- Recommendations:
 - Partner with Jameson:
 - Get to a new market segment with the new product
 - Develop a B2B network diversifying business
 - Increase product high-quality perception=high-price
 - Effectively target segment with the marketing execution plan
- Expected outcomes:
 - Acquire a market share in the food service industry
 - Get high-recognition and brand awareness
 - Make a profitable business

