

# MARKETING PROJECT



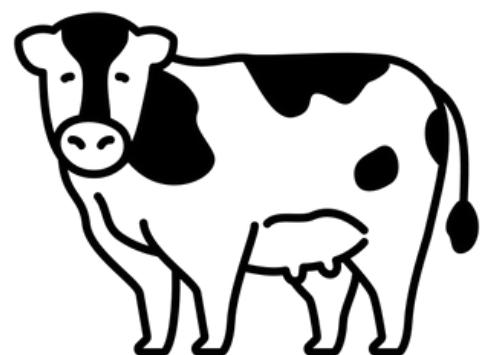
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## MILK SWEET SPREAD

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# EXECUTIVE SUMMARY

MooMoo Cream is a company introducing a brand new sweet: milk sweet spread during our first year in the market. Our recipe is based on the Hispanic tradition which consist of a mix of milk and sugar with different variations allowing us to include those who have diet restrictions yet, providing them with delicious alternatives.

MooMoo Cream is dedicated not only to those who are seeking something new and healthy but also, to those who have hectic schedules. We want to help busy people by providing a product that will help them create meals in just a couple of minutes, preventing them from skipping meals. MooMoo is also environmentally conscious of the use of plastic, for this reason, we have developed recycling camping to minimize our ecological footprint.

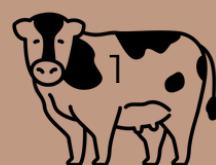
By the end of our first year of production, we have an estimated total revenue of \$868,000 by selling 1,24 million units. Our prices are considered to be at market, enhancing the sales of our product and competitiveness between other brands at the market. This marketing plan will describe the procedures and strategies for the following sections

## MARKETING ANALYSIS

Our analysis covers the forecast methods that allow us to understand the background of the sweet sauce market and the relevant strategies to succeed in this market and the competitor analysis to evaluate our prices to be competitive with them. We included the potential segments to see the types of approaches to our target market and a survey to create successful strategies based on their insides. Finally estimated annual purchase and first-year sales of our brand.

## MARKETING STRATEGY

The market strategy focuses on our target market, for those who might find the use of our product relevant, and also what kind of values we want to show our consumers to get their loyalty. The product life cycle includes the predicted rises and falls of our sales with its appropriate marketing mix to reduce these possible falls. The buying continuum includes the stages to get people to buy our product as well as the marketing mixes to enhance their purchases. Finally, the value chain provides us with the dissatisfaction our consumers and how to overcome with the solutions



# **BRANDING**

This section contains our emblematic logo which each element embodies the essence of our brand, our promise, and our ideologies.

# **PACKAGING**

This section explains in detail how our packaging has numerous features that will increase the likelihood of our product being purchased and the shipping details to make the distribution easy and efficient.

# **PRICING**

This sections explains the relevant calculus that we used in order to find the ultimate price for our product.

# **DISTRIBUTION**

This section includes a description of the consumer channels and the appropriate wholesalers and retailers for those channels along with its justification based on the services that they offer.

# **PROMOTION**

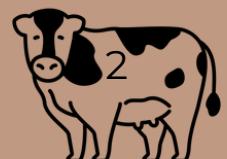
This section showcases our primary promotions, detailing their respective purposes. Similarly, it portrays the theme of our exclusive premium and explains the process through which consumers can acquire it

# **ADVERTISING**

This section justifies each selected advertising medium in MooMoo Cream's marketing strategy across the buying continuum. Additionally, it outlines a media schedule with estimated dates for implementation.

# **PERFORMANCE EVALUATION**

This section explains the purpose, frequency, and execution of our evaluations. These evaluations are important as they examine the performance of all of the aspects named above, and therefore tell us if we are heading to the right direction.



# Market Forecast

## FORECAST METHODS:

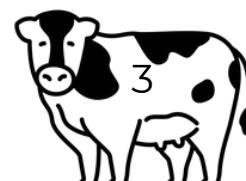
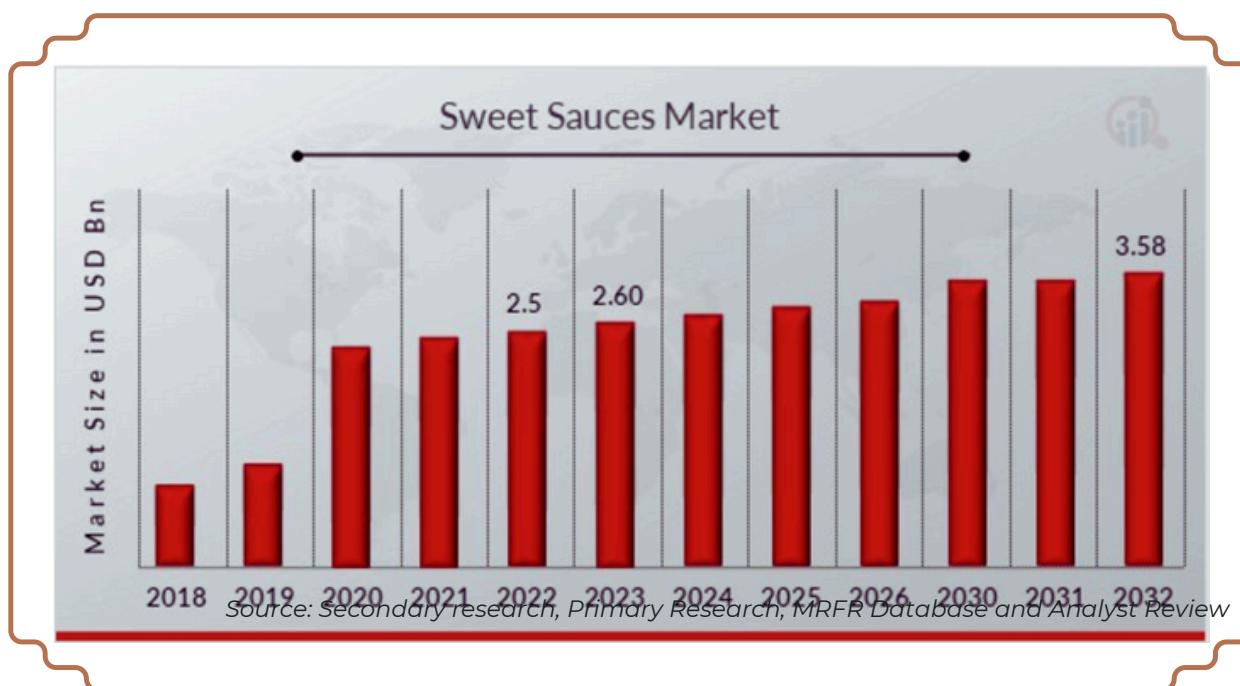
Our brand “MooMoo Cream”, will review the demand for sweet spreads shown as profit within the information of our target market. Based on this information, we will show how profitable entering the sweet sauce market with a new product could be. For this purpose, we will analyze statistics related to the market size and its predicted growth, market competition, buyer preferences, geographic region, and product display. Processing this data, we can approximate the sales we could reach along with the best strategies to succeed on the sailing.

## SOURCES OF INFORMATION:

### SWEET SAUCES MARKET SIZE:

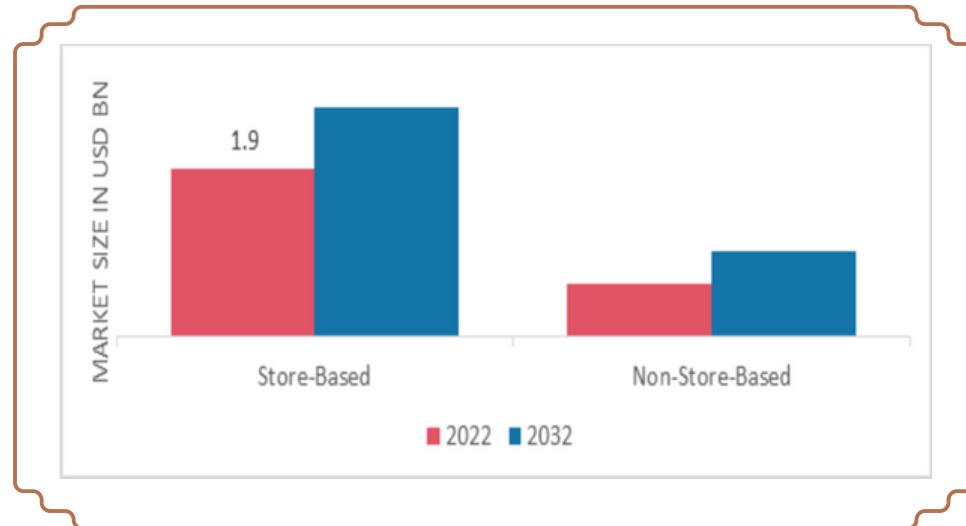
Due to a lack of information punctually on Canada, we have decided to show the worldwide view of the sweet sauces market. This research will not only let us consider the possibility of opening our brand in Canda but also in other countries.

The following bar graph shows the market size (in billions) starting from 2018 and its prediction until 2032. It is worth highlighting that the bar graph dates from 2022.



# SWEET SAUCES DISTRIBUTION CHANNEL

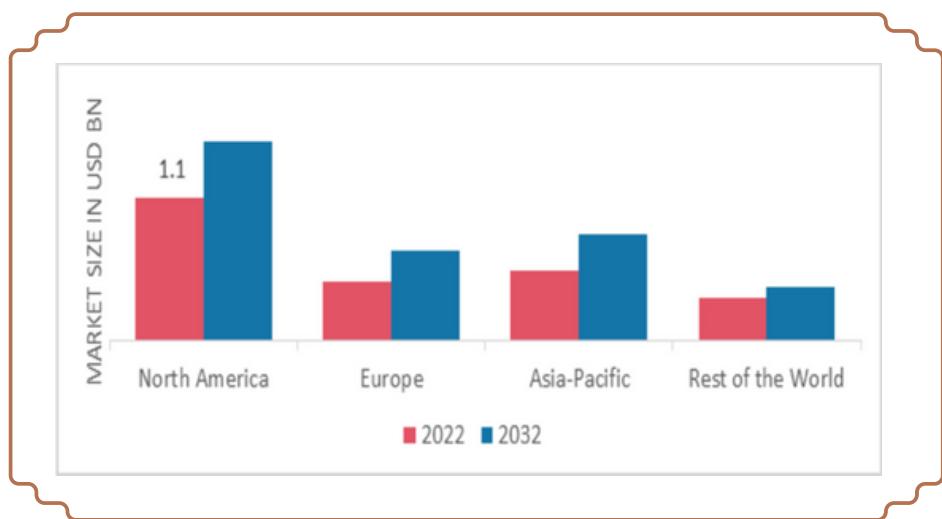
The Sweet Sauces market distribution includes Store-Based [Convenience Stores, markets, and Others] and Non-Store-Based. The store-based shows a better performance in the sales since consumers may locate their favorite brands easily. Moreover, they are able to see the texture and color due to their transparent packaging, which raises their appeal. The bar graph shows its numbers from 2022 and its prediction for 2032.



Source: Secondary research, Primary Research, MRFR Database and Analyst Review

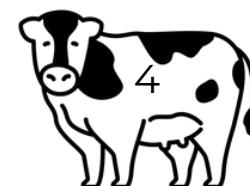
## SWEET SAUCES REGIONAL INSIGHTS:

The study provides market insights by continent. According to the source, in 2022, North America's Sweet Sauces Market dominated with 45.80%. The report explains this phenomenon through the U.S. Sweet Sauces market having the largest market share and the Canada Sweet Sauces market being the fastest growing market in North America.



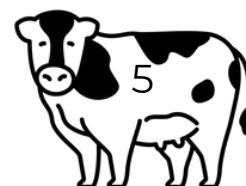
Source: Secondary research, Primary Research, MRFR Database and Analyst Review

The Asian-Pacific market is the second largest market. According to market research on the region, customers are looking for healthier sweet sauce options, such as less sugar or other natural sweet ingredients. As a result, manufacturers have provided alternatives that meet the demands. On the other hand, the European market is expected to grow significantly due to their need for sweet sauces in typical European dishes such as waffles, crepes, puddings, and pastries. Their main focus, at the moment, is the traditional and regional sweets produced in each country.



# IMPACT OF RESEARCH:

The findings in these graphs can lead us to the right pathway for our marketing plan and choosing the proper functions in our marketing mix. The market size indicates how profitable is getting in the sweet sauce market since its prediction shows significant revenue for our product. The regional insights suggest that Canada might be a promising place for introducing our product to the sauce market, given that North America has the highest consumption levels; therefore, this also lets us consider expanding to the U.S. Furthermore, the distribution graphs reveal the convenience of in-store displays and the popularity of ready-to-use products among consumers. However, we should not set aside other forms of strategies in addition to product display.



# COMPETITOR ANALYSIS

To start researching for the market competition, we chose to focus our research on sweet sauces rather than sweet syrups. A sauce has a thicker composition, making it easier to spread than a liquid syrup, and equally, is measured only in grams(g). However, syrups can also be considered a type of spread when used as a topping for food such as toast, pancakes, waffles and other favourite baked goods.

In summary, our analysis included those spreads that were only sweet (not salty), had a creamy constitution, and could work as a top layer for various foods.

## Nutella

This brand is manufactured by the Ferrero company and was introduced in 1964. This chocolate cream has an addictive effect in consumers making it popular in the worldwide market.

### 1. Nutella Hazelnut Chocolate Spread

One (375) Gram Jar.....	\$4.97
One (725) Gram Jar.....	\$6.97
Two (725) Gram Jars.....	\$12.97



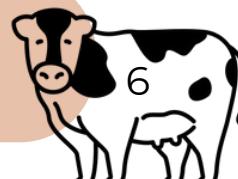
### Competitor features:

- Made with Premium hazelnuts and cocoa
- Never made with GMO ingredients
- Gluten-free, Certified Kosher
- Engage to preserve the environment (Sustainability commitments)
- Nutella jars are recyclable
- The world's most beloved hazelnut spread

**Spread the happy!**

### Competitor Vision:

**"It is a serious and ongoing commitment to use only high-quality ingredients that uphold our commitment to sustainability. "**



# Great Value

The great value lineup of products is Walmart's store brand, offering a wide gap of products (not only alimentative products) characterized by their affordable prices, and for being a faithful provider. Between their major sauces, we can find:

## 1. Great Value Smooth Peanut Butter

One (2kg) Jar.....	\$8.27
One (1kg) Jar.....	\$4.27
One (500) Gram Jar.....	\$2.97
90 calories per serving	
Only 1 g of sugar per serving	



## 2. Great Value Light Smooth Peanut Butter

One (1kg) Jar.....	\$4.27
25% less fat than the original recipe	
80 calories per serving	



## 3. Great Value Smooth Natural Peanut Butter

One (750) Gram Jar.....	\$4.27
Made with 100% dry roasted peanuts	



## 4. Great Value Crunchy Natural Peanut Butter

One (750) Gram Jar.....	\$4.27
Made with 100% Peanuts with a natural Oil Separation	



## 5. Great Value Hazelnut with Cocoa Spread

One (725) Gram Jar.....	\$4.97
One (375) Gram Jar.....	\$2.97

Perfect smooth texture for spreading

## 6. Great Value Pure Liquid Honey

One (2kg) Jar.....	\$ 18.97
One (1kg) Jar.....	\$ 10.97
One (500) Gram Jar .....	\$ 6.77
One (375) Gram Jar.....	\$ 5.97

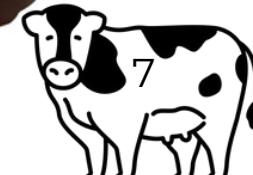
True source certified

Pasteurized



## 7. Great Value Pure Creamed Honey

One (1kg) Jar.....	\$10.97
One (500) Gram Jar.....	\$6.77
Thick creamed honey	
True source certified	



## Competitor features:

- Certified by Kosher
- Gluten-free
- 100% Canadian or Made in Canada with imported ingredients
- 100% recyclable packaging
- Light



## Competitor Vision:

"To save people money so that they can live better."



## J.M SMUCKER COMPANY

This company is one of the market leaders in Jams and Fruit Spreads. Their success comes from acquiring leading and emerging brands such as Smucker's, Folgers, Jif, and Milk-Bone. Besides, having partnerships with other companies (e.g., Walmart).

### 1. Smucker's Goober Peanut Butter & Strawberry Jelly with Pectin

One (510) Gram Jar.....\$5.47

Perfect Combo of the classic Peanut Butter and Jam sandwich



### 2. Jif Crunchy Peanut Butter

One (1kg) Jar.....\$5.77

Gluten-free, Kosher-certified

1,300 peanuts in every 1kg Jar



### 3. Jif Creamy Peanut Butter

One (1kg) Jar.....\$5.77

Peanut butter that's smooth and creamy

### 4. Smucker's No Sugar Added Blueberry Spread

One (310ml) Jar.....\$5.77

Sweetened with white grape juice and sucralose

20 calories



### 5. Smucker's No Sugar Added Strawberry Spread

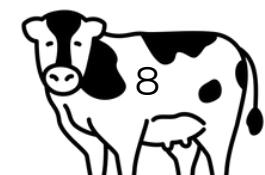
One (310ml) Jar.....\$5.77

Made with pieces of real Strawberries

20 calories

### 6. Smucker's Pure Strawberry Jam

One (500ml) Jar.....\$5.77



No preservatives, and no artificial flavor or color

50 calories

### 7. Smucker's Pure Raspberry Jam

One (500ml) Jam.....\$6.97

50 calories

### 8. Smucker's Pure Seedless Strawberry Jam

One (250ml) Jar.....\$3.97

Seeds have been removed for a smooth texture

### 9. Smucker's Pure Seedless Raspberry Jam

One (250ml) Jar.....\$5.77

Seeds have been removed

Made with pieces of real raspberries



### Competitor features:

- They have not strived a 100% recyclable packaging, but they are working on it
- Certified by the Global Food Safety Initiative, and Kosher
- Light
- Innovative flavors
- Vegan Friendly

**"With a Name  
Like Smucker's®,  
It Has To Be  
Good"**

### Competitor Vision:

**"Engage, delight and inspire consumers by building brands they love and leading in growing categories. Our Vision is our long-term direction that guides business priorities and aligns our organization."**

## KRAFT

A globally recognized brand known for its long history of production and for being trustful in quality and taste. For consumers is easy to find their products because they are widely available in any store-based.

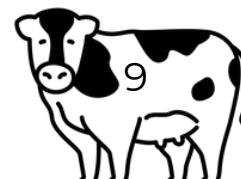
### 1. Kraft Smooth Peanut Butter

One (2kg) Jar.....\$10.47

One (1kg) Jar.....\$6.77

One (500) Gram Jar..... \$4.77

Canada's Favourite Peanut Butter



## **2. Kraft Smooth Light Peanut Butter**

One (2kg) Jar.....\$10.47

One (1kg) Jar.....\$6.77

25% less fat

## **3. Kraft Crunchy Peanut Butter**

One (2kg) Jar.....\$10.47

One (1kg) Jar.....\$6.77

Chunky texture

## **4. Kraft Only Peanuts All-Natural Smooth Peanut Butter**

One (750) Gram Jar.....\$6.77

Made with only one ingredient

## **5. Kraft Extra Roasted Peanut Butter**

One (1kg) Jar.....\$6.77

## **6. Kraft Extra Creamy Peanut Butter**

One (1kg) Jar.....\$6.77

## **7. Kraft Hazelnut Spread with Cocoa**

One (725) Gram Jar.....\$6.77

One (375) Gram Jar.....\$4.77



**Bring Your Appetite  
For More.**

## **Competitor features:**

- Certified by Kosher
- Vegan friendly
- Proudly prepared in Canada and primarily associated with the Country
- Canada's favorite peanut butter
- Light
- Innovative textures
- Engage to preserve the environment

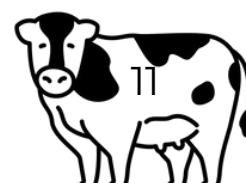
## **Competitor Vision:**

**"To sustainability grow by delighting more consumers globally"**



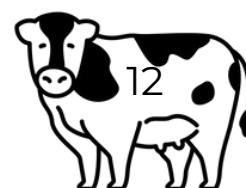
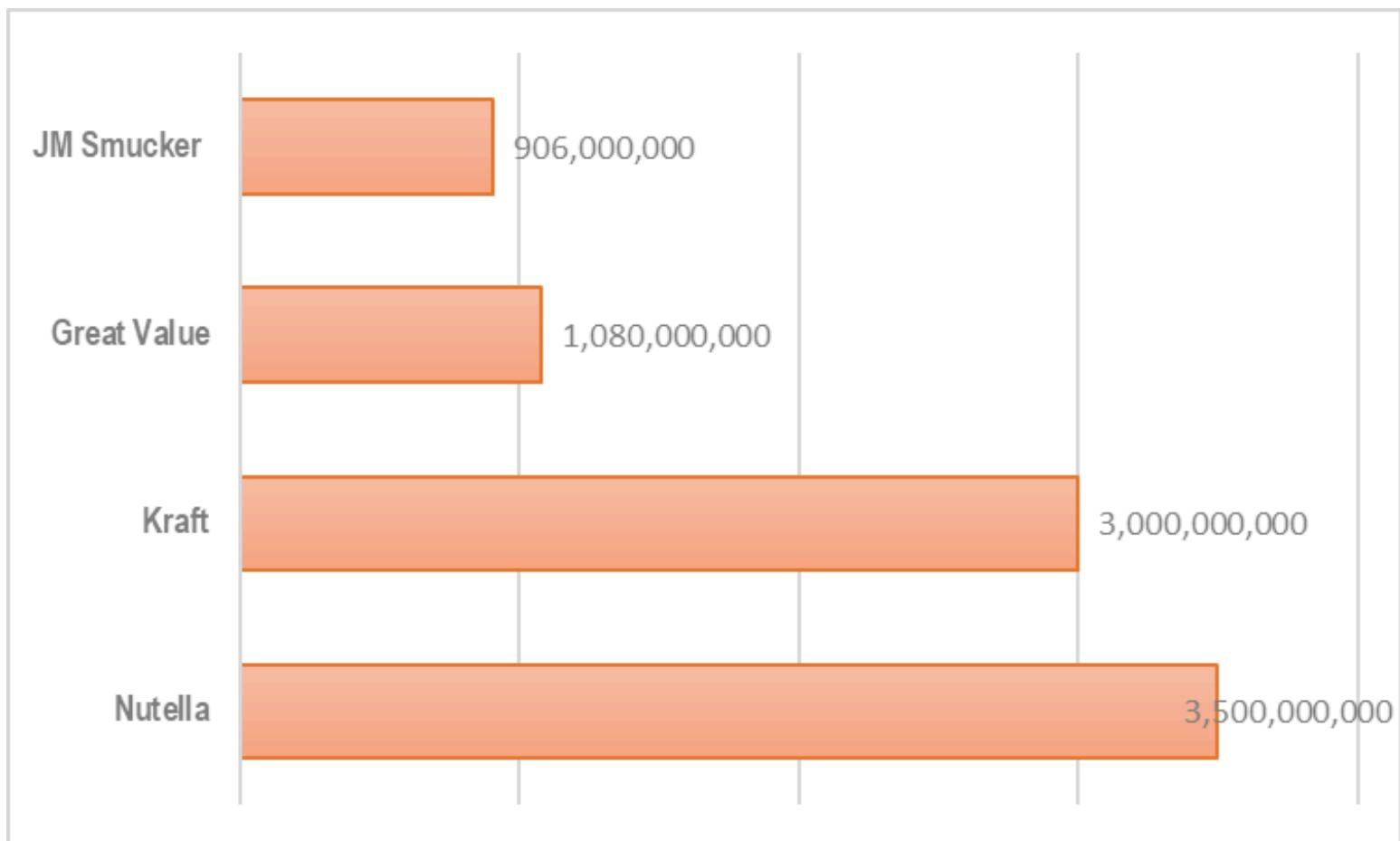
# MARKET LEADER:

	<b>Nutella</b>	<b>Great Value</b>	<b>JM Smucker</b>	<b>Kraft</b>
<b>Features</b>	Most beloved cream Made with Natural Ingredients Gluten free Certified by Kosher Sustainability policies 100% Recycling Jar	Gluten free Certified by Kosher 100% Recycling Jar Made in Canada with imported ingredients Light	Made with Natural Ingredients Vegan friendly Certified by Kosher Light Innovative Flavours	It's Canada #1 peanut butter Vegan friendly Certified by Kosher Sustainability policies Primarily associated with Canada Light Innovative Textures
<b>Price (From highest to lowest)</b>	#1 The most expensive prices	#4 The cheapest prices	#3 Cheap prices	#2 Reasonable prices
<b>Annual Revenue in 2022 (Only in Canada)</b>	3.5 billion	1.08 billion	906 million	3 billion
<b>Country where the consumption is the largest</b>	France	U.S	U.S	U.S and Canada



# ANNUAL REVENUE OF SWEET SAUCES MARKET (CAD-2022)

Figure 2 shows the sales of the market competition leaders in Canada in 2022. Nutella's sweet spread was more popular than the others, making \$3.5 billion, approximately.



# **DIFFERENT POTENTIAL SEGMENTS**

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## **Geographic:**

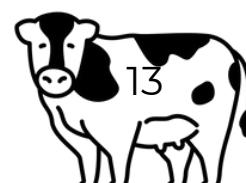
- Starting in the Canadian Market (grocery stores, supermarkets, and online stores)
- Reach out a global market (Expand our product to other countries)

## **Demographic:**

- To the general public (especially the population with hectic schedules)
- Families
- Consumers with Vegan preferences
- Consumers who prefer low-calorie products
- Lovers of sweet food
- Cooking enthusiasts
- All the population with an average income

## **Psychographic:**

- Consumers who value recycling companies
- Associations that support sustainable companies
- Consumers who want to try something different (Seekers of new experiences)
- Dopamine in daily people's routine



# GEOGRAPHIC:

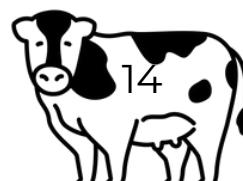
MooMoo Cream will be first introduced as a spread exclusively in Canada, offering Canadians the opportunity to be the first to experience this new flavor. Subsequently, our brand will be advertised not only with traditional marketing strategies such as commercials, newspaper advertisements, and billboards in Canada but also with digital tactics (e.g., social media and streaming media ads ). In this way, using media resources we will also achieve worldwide recognition.

# DEMOGRAPHIC:

Our cream is expected to be well-received by families with young children, professionals and students with busy lifestyles, and buyers with hectic schedules. The convenience and quick preparation of our product makes life easier for people who lack any skill in the kitchen. Moreover, MooMoo Cream will offer a nonfat vegan-friendly version to consumers with precise preferences in their nutrition. Both versions will be at market price without making distinctions between the population's income, whether you are a normal consumer with a sweet tooth or a chef searching for his next great ingredient, you will be delighted by this new tasty recipe.

# PSYCHOGRAPHIC:

MooMoo Cream is engaged in working along sustainability policies throughout our manufacturing process. We are emphasizing being friendly with the environment, therefore, our first step involves using recycled materials for our product jars. Our efforts will be recognized by clients who prioritize a greener world, as well as by leading companies who identify with our principles and are willing to collaborate in growing the brand. Many psychologists have declared that the dopamine emanated from sugar plays a vital role in people's attitudes; hence we believe this kind of instant daily happiness will attract more buyers. Similarly, seekers who do not know what to expect from MooMoo cream will show interest in tasting a never-before-introduced recipe that is sure to pique their interest.

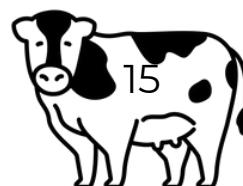


# PURCHASE BEHAVIOR:

Positioning in the spread market could be challenging, particularly because we are introducing an original spread that has only been offered in Hispanic countries as a candy, but it has never been seen in this form before. We believe getting more consumers will be an effortless job because we are the only brand offering this addictive *dulce de leche* recipe; therefore, our spread will be the kind unsought by consumers, yet once they savor MooMoo Cream, they will not waver from our brand.

In order to achieve this, we plan to employ essential marketing tactics: retailers' display, promotional activities, and out-of-home and media advertising. After all, our aim is to become a convenient brand that consumers find indispensable, hence they will only visit the store because their fridges have run out of MooMoo Cream.

Regarding the required knowledge level, buyers will not need to be highly educated to understand our brand, especially because it is a basic, easy-to-use spread, and we will provide a succinct summary in our packaging (e.g., the nutrition facts, the ingredients, our slogan, and our image). In contrast, it might require more knowledge level for consumers who follow a healthy vegan lifestyle. In terms of individuals who are interested in knowing our manufacturing process, or those companies considering investing in MooMoo Cream, may be beneficial to do some research before any particular purchase behavior.



# SURVEY

---

**1. Select your age range:**

- a) 12-18   b) 18-36   c) 36-59   d) 60+

**2. How many people do you live with?**

- a) 1-2   b) 3-4   c) 5+

**3. Do you have children?**

- a) Yes   b) No

**4. Are you vegan?**

- a) Yes   b) No

**5. How often do you have sweet snacks during the day?**

- a) 1-2   b) 3-4   c) 5+

**6. How often do you buy sweet sauces?**

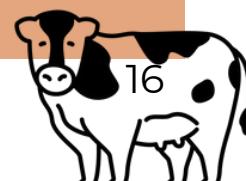
- a) Never   b) Sometimes   c) Often   d) Really often

**7. What Is your preferred sweet sauce brand? \_\_\_\_\_**

**8. In what food would you spread sweet sauces? \_\_\_\_\_**

**9. Have you heard of milk sweet sauce (In Spanish: Dulce de leche/ Arequipe/ Cajeta)?**

- a) Yes   b) No



# SURVEY

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**10. Have you tried milk sweet sauce before?**

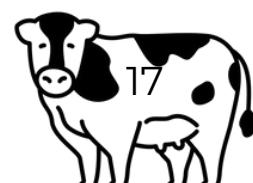
- a) Yes
- b) No

**11. Will you be willing to try milk-sweet sauce?**

- a) Yes
- b) No

**12. How interesting does this product sound to you?**

- a) Not interesting
- b) Somewhat interesting
- c) Interesting
- d) Really interesting



# SWOT Analysis

## STRENGTHS:

MooMoo Cream brings a new flavor to the sweet sauce market, one that has yet to be experienced by consumers in Canada. Thanks to the innovative product, it would pique our target market interest to try it out. Our product can be bought and consumed by anyone, making it accessible to a substantial range of purchasers across Canada.

We also provide two product options, vegan and non-vegan MooMoo Cream, to expand even more our target market. We guarantee that the variations in the ingredients and procedures do not compromise the essence of the flavor or the quality of our product. Furthermore, the non-vegan version is also suitable for those who may not follow a vegan diet but are still looking for a healthier option.

MooMoo Cream's packaging allows consumers to see the color and texture of our product, which will create a feeling of desire to buy it. Moreover, our packaging can be recycled, which makes us an environmentally friendly brand, and therefore, we can have more support and reliability from our target market.

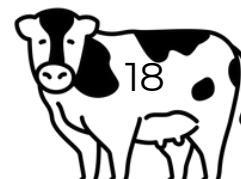
## WEAKNESSES:

Our product is high in sugar, which will discourage potential clients from buying it since its consumption may go against their established diets, and they may not want to buy the vegan recipe as it may vary slightly additionally the vegan version may not be such of a success considering the vegan community is a minority. Also, it's worth highlighting that we need a significant budget for branding and product planning since the awareness of our product is low to none.

## OPPORTUNITIES:

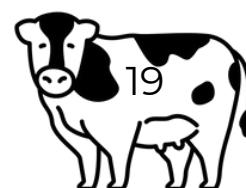
MooMoo Cream will start selling as a spread, but we have plans to diversify it. We can create different sweet snacks incorporating milk sweet, such as cookies, chocolate bars, and brownies. Furthermore, we aim to add other new products that the Canadian market hasn't seen before, for example, the Latin-American delicacy "Oblea."

Moreover, MooMoo Cream can be used in various restaurant dishes, including crepes, waffles, desserts, etc. This expansion will allow us to produce our product in bigger sizes, resulting in greater profitability and creating brand loyalty and consistency in our consumers.



## THREATS:

Since we are introducing a new product, we are the only ones producing it; if it succeeds, many brands could become competitors. These could be brands that emerge producing the same products, or the already established and recognized brands could add milk sweet to their product offering. These competitors could potentially take a significant part of consumers due to the loyalty already built with their previous products. Furthermore, they could offer a better price since they have a considerable budget from their previous sales, making mass production quicker and cheaper.

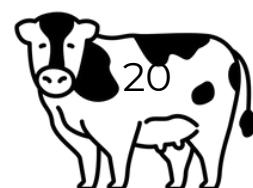


# Estimated Annual Purchase in Product Category



The Sweet Sauce Market was valued at 2.5 Billion American dollars in 2022 and it is expected to grow each year with a compound annual growth rate (CAGR) of 4.10%. According to the market research, these are the key market drivers for enhancing its growth:

- Changing consumer taste preferences
- Growing food service industry
- Convenience and ready-to-use products
- Increasing interest in home cooking
- Influence of cuisine
- Healthier and natural ingredients
- Diverse product offerings
- Marketing and branding initiatives
- Globalization and international trade
- Online and e-commerce platforms



# Estimated First Year Sales

## Estimated sold units

1,24 millions

(83% corresponds to the original recipe and 17% to the vegan)

## ESTIMATED COST OF PRODUCTION

- **Original recipe:**

\$5.10 per unit

$$1,029,200 \text{ units} \times \$5.10 = 5,248,920$$

- **Vegan Recipe (Light):**

\$4.10 per unit

$$210,800 \text{ units} \times \$4.10 = 864,280$$

**Total** =  $9,480,900 + 1,561,280 = 6,113,200$

## ESTIMATED SELLING PRICE:

- **Original recipe:**

\$5.80 per unit (price at market)

$$1,029,200 \text{ units} \times \$5.80 = 5,969,360$$

- **Vegan Recipe (Light):**

\$4.80 per unit

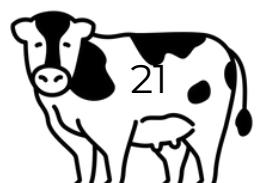
$$210,800 \text{ units} \times \$4.80 = 1,011,840$$

**Total** =  $5,969,360 + 1,011,840 = 6,981,200$

## Estimated profit:

$$6,981,200 - 6,113,200 =$$

**\$868,000**



# TARGETING

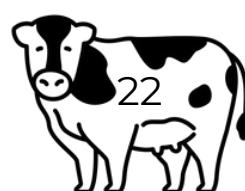
## SEGMENTS SELECTED:

Our product has an accessible price to the general public; therefore, they only need to be in Canadian territory or have encountered our brand through media channels such as conventional TV, streaming platforms, and social media to get it. While our approach is broad, we will focus our marketing efforts not only on consumers who are seeking something new and healthy but also on those with hectic lifestyles. Equally, environmentally conscious consumers will appreciate our initiative of greener product manufacturing.

- **Consumers with busy schedules**
- **Environmentally conscious**
- **Enthusiastic seekers of new/healthy food**
- **People who want to make the most of their time**
  
- **All ages**
- **In Canada or with access to media**

## JUSTIFICATION

When people start to grow, they begin to embrace a more bustling lifestyle. Having said that, MooMoo Cream's main target buyers will be this section of the population; hence, our product's aim is to make consumers' lives more convenient through an easy-to-use spread. They will also get more benefits by preparing our product at home, such as avoiding the expensive and unhealthy lunches they would probably opt for in fast-food networks (e.g., Starbucks, Subway, Tim Horton, McDonald's, and more), enjoying a full-breakfast in less than 5 min, and the natural glucose generated by the sugar will make them start their day with a better mood and increased energy. Besides, it is worth highlighting that we will introduce a healthy, vegan-friendly variation that caters to consumers with dietary restrictions. What sets us apart is that we are among the few in the market offering this unique option, providing a delicious and wholesome choice for those seeking plant-based alternatives.



For large families living in Canada, our product offers a practical solution for feeding their numerous children, and these will undoubtedly appreciate MooMoo Cream's sweet flavor. Parents, especially those with low incomes will prefer to buy our affordable brand rather than wasting their money and time on some food that their children are unlikely to enjoy, leading to food wastage. Similarly, new university victims will opt for a time-saving eating option while they adapt to their university life. Overall, adolescents tend to spend more time on social media and streaming platforms which is why MooMoo Cream will strongly advertise on these platforms, involving strategies such as influencer endorsements, creation of new challenges, and running engaging ads. By implementing these methods, we aim to make our brand trendy, recognizing that popularity can significantly influence consumer behavior.

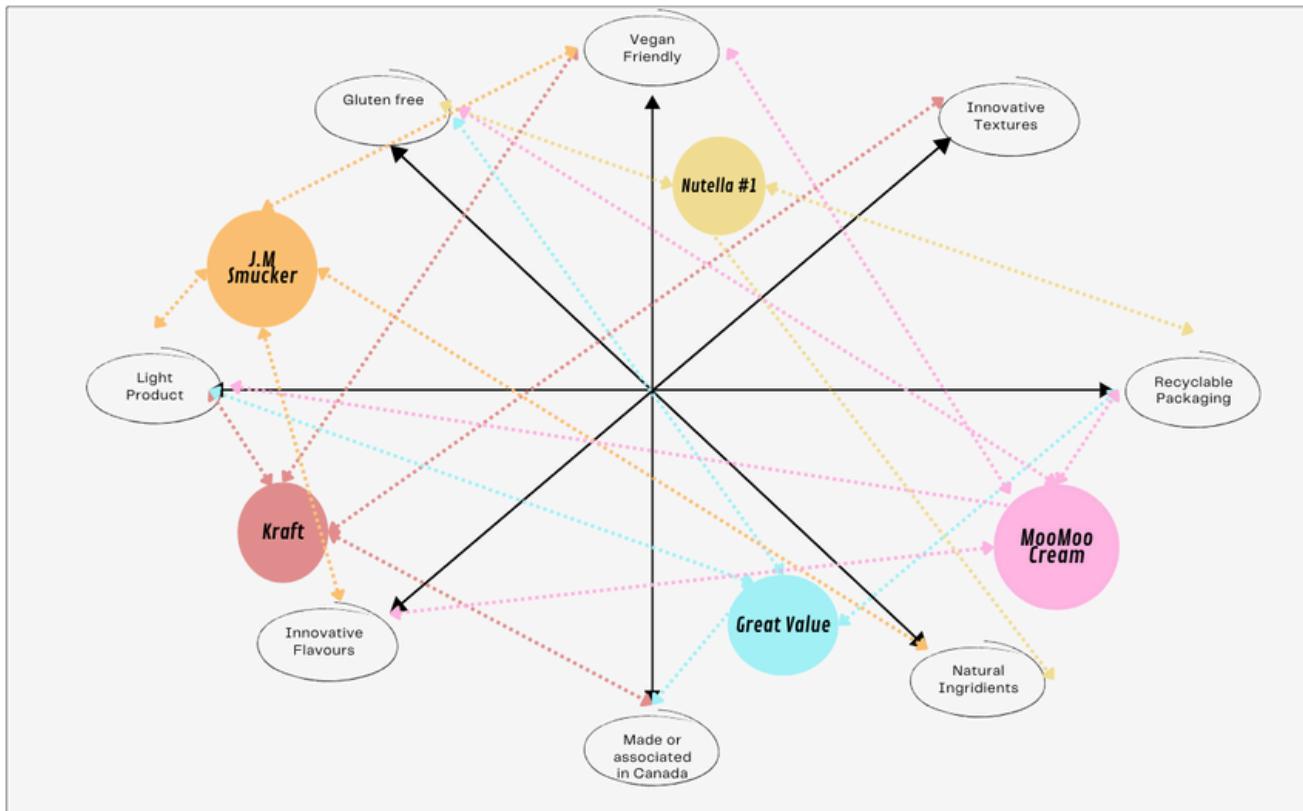
MooMoo Cream cares about the sustainability of the planet especially nowadays with the faster global warming. Globally news has made more people conscious about the hazards of the pollution elicited by consumption, this pollution is mainly emanated from manufacturing processes and plastic packaging. Given those points, our brand will be part of those other brands that want to produce and sell without causing damage to the environment. Firstly, most of the dairy industry contamination comes from the cleaning system used by fabrics, and the amino acids in the milk whose pollution ends up in sewage waters. Despite this, our production is between the normal range of greenhouse gas production (4 y 6 Kg/cm<sup>2</sup>) in the two processes that involve working with vapor, and our staff will manually clean the recipients, not using detergents, to not contaminate them with a mechanic cleaning system. Secondly, MooMoo Cream will package its products with recycled materials avoiding any plastic or giving a second life to the product's packaging after its use. Even though we expect to have deals long-term with other green institutions, we will first focus on clients who are aware of climate change affections in our world.

As with any brand, we want to achieve worldwide recognition, and we understand that the first stage of our brand's birth is crucial to our success. For that reason, we will employ aggressive advertising, collaborating with celebrities to make consumers aware of our brand through securing commercials. As to merchandising concerns, in any retail store, we will implement promotions, showcase displays, and, of course, we will penetrate with an introductory tentative price for consumers. Once one consumer tries our brand, we will transition from being an unknown brand to being in everyone's mouth. Emphasizing those consumers who are most likely to be captivated by all our promotional activities is the key to reaching more than sweet lovers. Those who start with us are, metaphorically, the foundation of our company, so we must ensure they receive a good first impression for our brand to thrive.



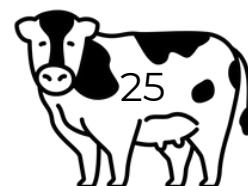
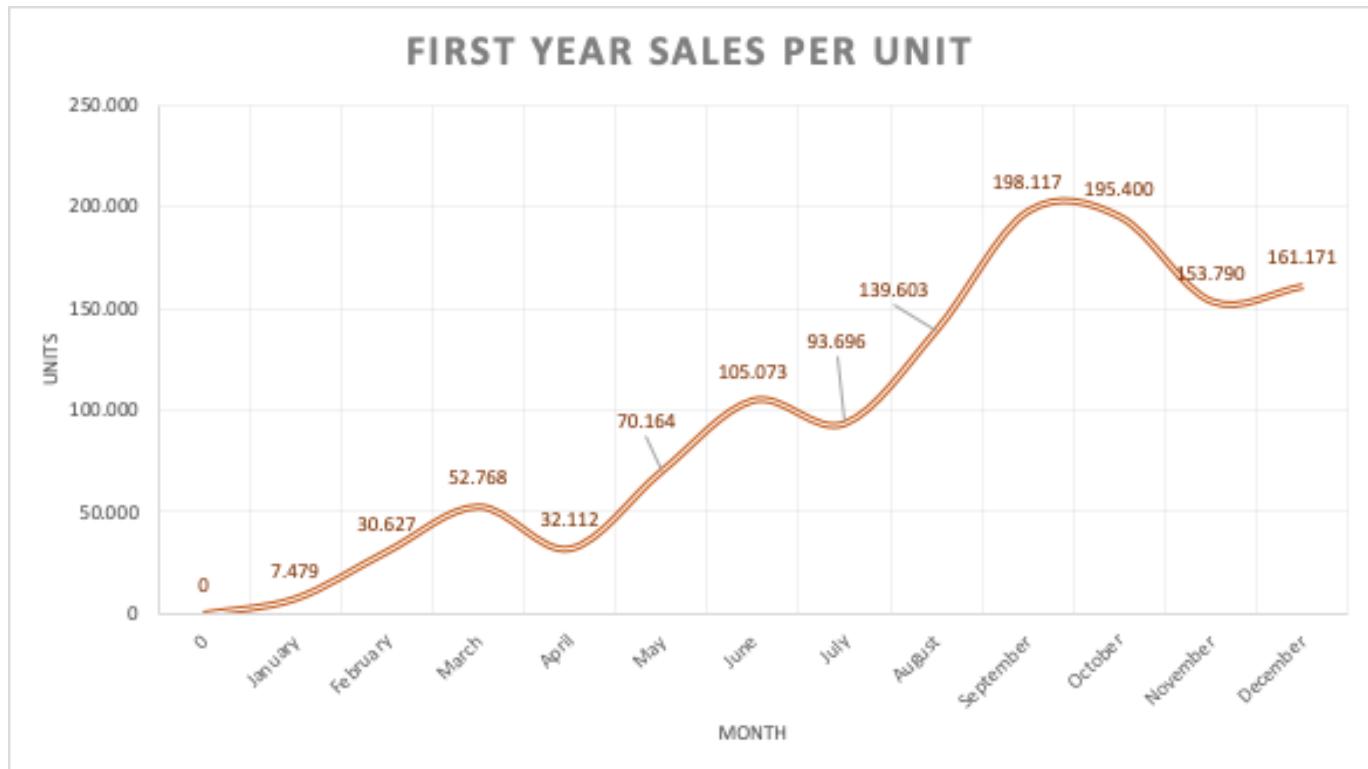
# Perceptual Map

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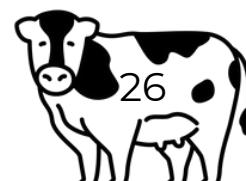
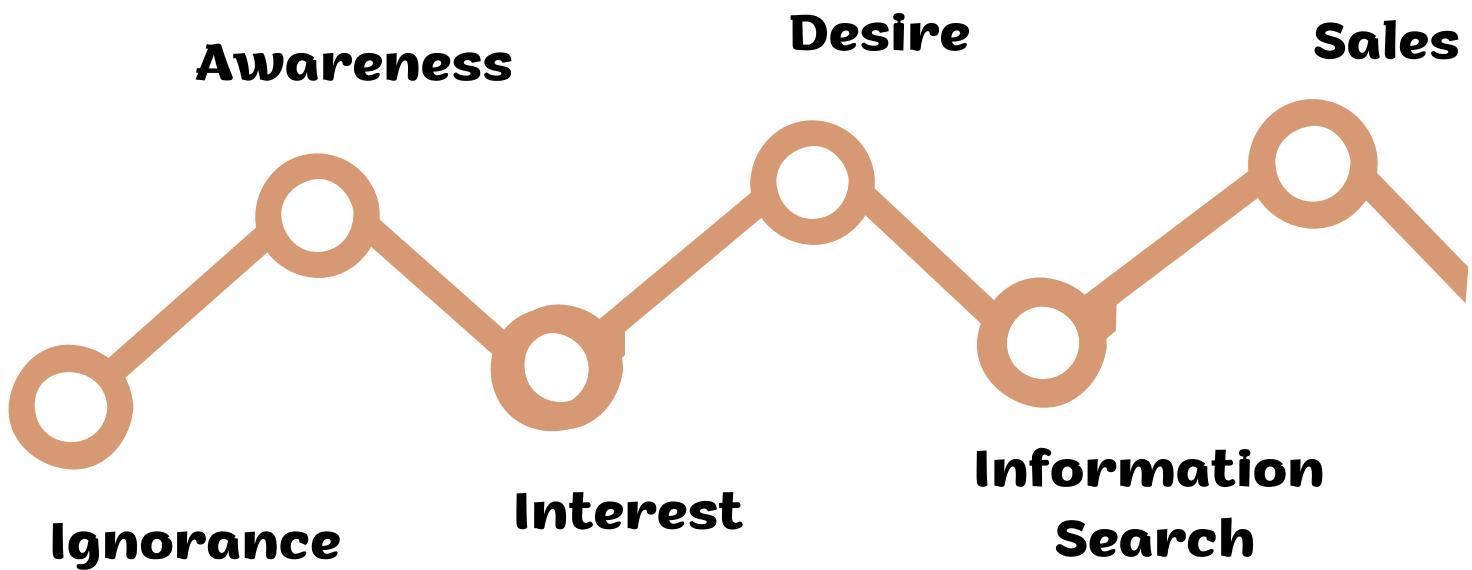
# Product life cycle

As it was said before, MooMoo Cream will sell 1,24 million units in the first year, the graph below represents our sales each month. Seasonal promotions may have an impact on these numbers



# Buying Continuum

Given that our brand is introducing not only a novel spread but also a unique flavor to a significant portion of the Canadian market, it becomes imperative to start from below in the ignorance stage to trigger consumers' awareness. Our goal is to capture 18% of consumer awareness and potential sales in the initial months of the year, regarding our buying continuum model.



# Marketing Mixes by Product Cycle

Since market research is given and occurs in all three stages of our market mix, it is not mentioned again in our marketing mix explanation.

## BIRTH:

### ADVERTISING, PRODUCT PLANNING, DISTRIBUTION AND PROMOTIONS

Since we are introducing a new product to the sweet sauce market, consumer awareness is one of our weaknesses, which means consumer awareness is one of the most important aspects to consider. We need strong advertising so we can show our product to the target market and create an appeal to MooMoo Cream. We need product planning so the target market truly believes that we are delivering something innovative into the market.

As the market forecast has shown, people are more likely to buy sauces in physical stores as they buy them based on their looks, which means we need a formidable distribution to sell our product. It is important to note that our competitors have established distribution through major retailers. Therefore, we must keep up with them.

Finally, we need promotion strategies such as tasters as there is nothing more appealing to the target market than to taste the product.

## GROWTH:

### DISPLAY, BRANDING, AND PRICING

Once we have established an adequate distribution, we can expand our display to increase its visibility, the consumers can spot it effortlessly, and it catches the eye of those who haven't tried it yet. On the other hand, branding is essential in this stage as we are trying to maintain the reputation of the innovative brand that brought a new product to Canada.

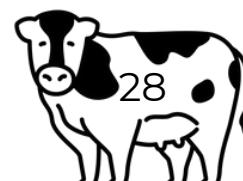
Our pricing needs to stay at market since it will encourage people to try it out if it doesn't differ from the budget they usually spend.



# MATURITY:

## WEBSITE, SOCIAL MEDIA, ADVERTISEMENT AND MERCHANDISING

We will expand the promotion of our product by creating a website that allows the consumers to buy our product more conveniently and have it delivered to their house and we will create social media accounts to expand our advertisement campaigns over Canada and worldwide. Moreover, we should consider merchandising for promotional seasons such as Christmas.



# Marketing Mixes by Buying Continuum

## IGNORANCE TO AWARENESS SOCIAL MEDIA, ADVERTISING, PROMOTION, AND BRANDING

In the Ignorance Stage, we will employ a blend of traditional and modern advertising to introduce our brand. However, recognizing that actions speak louder than words, we will distribute free samples in retail stores to give consumers something new to talk about, and given that our brand has a distinct mark; even our logo will have a lasting impression on the consumer's mind.

## AWARENESS TO INTEREST

### SOCIAL MEDIA, PRODUCT PLANNING, PRICING, AND DISPLAY

As awareness grows, we will utilize our social media accounts to further distinguish our brand from the other competition. Our product planning will focus on addressing consumer dissatisfaction with the lack of spread flavor variety in the market, introducing also a healthier vegan version to not disregard any part of our TM. Alternatively, buyers will show interest in purchasing a never-tasted brand that has been realized at an affordable market price.

To transition to the interest stage, we will implement distinctive and strategically placed in-store displays to captivate buyers from their first glance.



# **INTEREST TO DESIRE**

## **SOCIAL MEDIA, ADVERTISING, PROMOTION, AND PACKAGING**

To evoke our consumers' desire, our brand will establish strong relationships with them through various media resources; especially in the free platforms. In spite of this, we still need to devote some budget to pay for celebrities' advertising that can make MooMoo Cream trendy in traditional media. Additionally, we will engage in printed advertising through magazines and retail display posters that can improve the recognition of the brand.

To appeal to more public, we will employ promotion and packaging tactics for MooMoo Cream's growth. We will undertake seasonal packaging, changing the design according to the seasonal variation. Overall, MooMoo Cream will offer consumers another marketing size apart from the original size, to fit with their preferences.

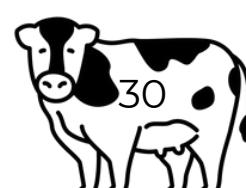
We are also aiming to follow seasonal promotions. Our brand will realize limited-edition MooMoo cow plush toys depending on the festivity (Christmas, Halloween, Pascua, Valentin's, and Thanksgiving). To be able to participate, consumers will only have to purchase five spreads, and then receive this premium item in-pack.

This plus trigger will further entice consumers, waking up their desire to know everything related to MooMoo Cream.

# **DESIRE TO INFORMATION SEARCH**

## **WEBSITE, DISTRIBUTION, AND SOCIAL MEDIA**

After building a base of loyal consumers, we will launch a dynamic website. This platform will provide detailed information on our company's mission and products, including ingredient lists for both the regular and vegan-friendly spreads.



Similarly, it will provide the manufacturing profile and the environmental policies that MooMoo Cream is working with. A dedicated section, “For the planet”, will highlight our ecological efforts in an accessible manner; it will show a chart of our milk sweet production to not bury the consumer with unnecessary, heavy information; and equally, it will portray easy strategies to recycle MooMoo Cream Jar.

Moreover, we will facilitate our products by buying them online and delivering them directly to the consumer's house.

Our official website will be promoted on our social media, which is also going to update every new content of our brand day by day, keeping us on track with the rising marketing tendencies and helping us to connect with more public, being funny and effortless for them to learn about us.

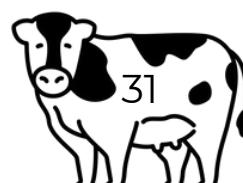
## **INFORMATION SEARCH TO SALES**

### **BRANDING, DISTRIBUTION, SOCIAL MEDIA AND DISPLAY**

Guided by MooMoo Cream's mission to “give variety to our consumers' tongue”, we anticipate that consumers, trusting in this promise, will be ready to make purchases.

To meet this demand, we will consciously distribute our products, collect consumer feedback, and maintain a daily online presence. Having said that, the distribution must be anticipated to reach places where consumers are likely to buy, and our online website will serve as a smart channel for direct sales.

Our trigger will be an enduring display to keep our brand in the buyer's mind; at this point the locations will rather be more complex, leveling from billboards in high-traffic areas such as malls and busy streets to places aligned with our main target market.



# Value Chain

## DISSATISFACTION WITH COMPETITOR'S BRAND

During market research, we identified key dissatisfactions among leading brands, including preferences for **natural ingredients, light products, innovative textures, innovative flavors, vegan options, recyclable packaging, gluten-free options, and a connection to Canada**; therefore, MooMoo Cream is committed to introducing a new, healthier flavor option while working along with eco-friendly policies to address these consumer needs.

## PRODUCT PLANNING

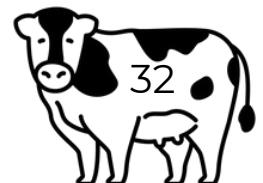
Our product planning will focus on both **practical** and **cosmetic** considerations

### PRACTICAL

Practically, our never-tasted flavor is poised to be our promise to consumers. Its uniqueness, uncommon in the market is designated to attract a broad consumer base, challenging and surpassing expectations set by ordinary spreads. Moreover, we are allocating a significant budget to introduce a healthier, vegan-friendly option, catering to various sections of our target market. This strategic move serves a dual purpose, appealing to those focused on calorie reduction and those adhering to a vegan diet. Unlike other competitors who might segregate these features, MooMoo Cream offers a comprehensive solution in a single jar.

### COSMETIC

Each year, countless bottles, cans, and jars contribute to environmental burdens, prompting many brands to invest significantly in finding perfect recyclable materials for their product's packaging. In response to the growing priority of climate change, MooMoo Cream proposes a solution through our second-life jar initiative. As part of our commitment to the environment, our website will illustrate how our jars can be repurposed, demonstrating that small actions can contribute to conserving our planet. Rather than relying on scientific alternatives, we believe in showcasing tangible examples to inspire consumers.



Acknowledging the challenge of getting people involved, we plan to leverage social media for interactive environmental publicity. Through contests, creative posts, trends, and celebrity endorsements, we aim to capture the public's attention and inspire them through the example of someone they admire.

Additionally, our jar initiative will feature an incentive for recycling: just by collecting five MooMoo Cream packages and delivering them to the cashbox, customers will be rewarded with one free spread.

In summary, our jar initiative mirrors the efficiency of our manufacturing process, which plays a vital role in minimizing greenhouse gas emissions on the planet.

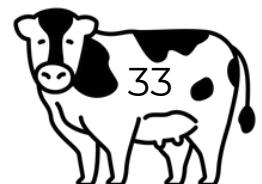
## BUYING MOTIVES

**People will be drawn to MooMoo Cream for its numerous benefits such as being an easy-to-use spread, having a variety of new healthy flavors, and promising an unwavering commitment to reducing environmental impact.**

In our fast-paced lives, where time is a precious commodity, MooMoo Cream aims to provide a quick and healthy option for individuals with busy schedules, especially during the morning rush. We understand the need for convenience and aim to optimize their time with our efficient spread option.

While MooMoo Cream may start as an unsought brand, our **strategic promotions and retail store displays** will catch the eye of sweet spread seekers. The allure of a new flavor will be the key to their first purchase, and our commitment to market pricing will alleviate any initial concerns. By reducing consumer apprehension, we aim to ensure that their choice is not regrettable and will encourage them to return for more.

A significant portion of the Canadian population has diverse nutritional preferences, ranging from a preference for low-calorie products to adhering to a vegetarian lifestyle. At MooMoo Cream, we believe that these preferences should not limit individuals from experiencing the joy of our product. Therefore, we are proud to introduce a healthy vegan version, allowing everyone to savor the new flavor we are bringing to market. By catering to these nutritional preferences, MooMoo Cream demonstrates a commitment to making lives better, distinguishing us from brands that overlook this segment of the population.

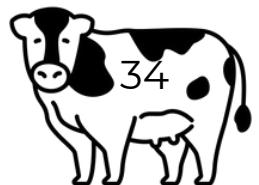


MooMoo Cream is totally committed to being environmentally friendly in our manufacturing process; therefore, this will be emphasized throughout our **advertising and online website**. Consumers can trust that choosing MooMoo Cream not only means enjoying a delectable spread but also contributing to eco-friendly practices. As we build our reputation as a green brand, consumers will not only appreciate our efforts but also become advocates for change. The psychological impact of strong beliefs in a promise will inspire environmentally conscious consumers to influence others to follow their example.

In essence, MooMoo Cream is dedicated to providing diverse and environmentally friendly choices, ensuring that consumers not only enjoy our spread but also contribute to positive change.

## RELATIONSHIP OF LINKS

The value chain comprises dissatisfactions, product planning, and buying motives, all connected by the unique change we offer to the consumer. The increase in consumer interest signifies a quest for something different—something lacking in competing products. Our product planning is strategically divided into practical and cosmetic aspects, aiming to provide that sought-after 'something else.' This approach not only improves our brand goals by addressing dissatisfactions in other products but also satisfies consumer needs with the benefits they seek, making MooMoo Cream the preferred choice.



# Branding

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## NAME

"MooMoo Cream"

## SLOGAN

"Sweet Creams are made of this"

## PROMISE

"Give variety to our consumers' tongue"

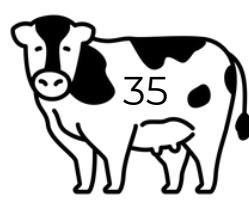
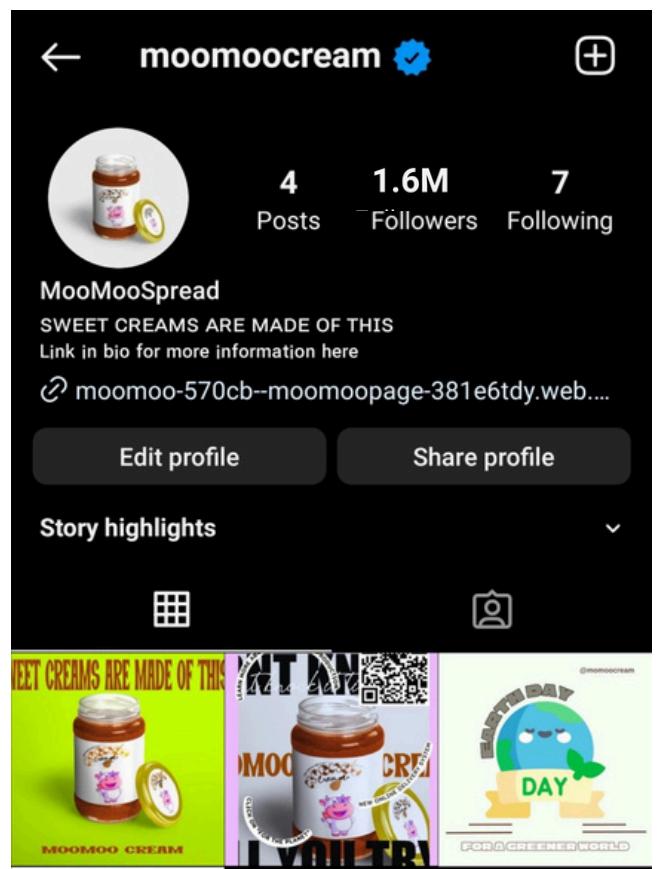
## MASCOT



## LOGO



## SOCIAL MEDIA



# RELATIONSHIP TO PRODUCT POSITION

Our logo embodies our brand name, subtly alluding to our signature blend of milk and sugar. To eliminate any potential confusion, we have incorporated keywords to explicitly convey that our product is a delectable milk-sweet spread.

Throughout the entire life cycle of our product, we will be working under the name of "MooMoo Cream". This not only aims to leave a lasting impression on consumers but also fosters associations between our product and the customer's experiences. Simultaneously, this approach makes it easier to introduce new product variations to the market, such as our upcoming healthy, vegan-friendly version.

## Colour Palette

7D5639

AB8053

FFFFFF

7E3512

B098BC

# ADHERENCE TO CRITERIA

## 1) Spelling

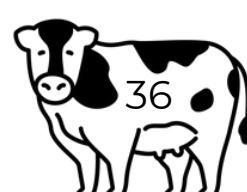
Our brand name is Onomatopoeia, making it easy for everyone to spell, not disregarding any of our target markets.

## 2) Recognizable

We have incorporated numerous distinctive elements into our logo to ensure it is easily recognizable and impossible for others to replicate.

## 3) Logical

Not only is the name logically aligned with the brand, but the logo design also reflects the goals of a sweet, smooth, and high-quality spread



## **4)Domain and User Handles**

People will easily find us through our official website and social media accounts. For them to confirm our authenticity, MooMoo Cream will have a verified Instagram account and an available “.com” domain, ensuring accessibility for every Canadian, and also have thought about our future aim of approaching an international audience.

**Website URL:** <https://moomoo-570cb--moomoopage-381e6tdy.web.app>

**Social media handle:** @moomoocream

## **5)Search Engine Optimization (SEO)**

Our goal is to appear at the top of people's search results during their online browsing; therefore, MooMoo Cream will strategically incorporate keywords like “Milk Sweet Spread” to effectively reach our target market. This assures that even if our domain name is borrowed due to confusion, we will still be easily found by the right audience.

## **6)Colour**

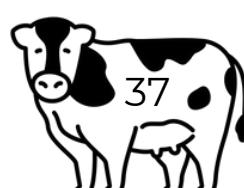
Our brand color is predominantly white, symbolizing a pure and immaculate product; this will provide instant satisfaction to customers, and it also aligns with the truth of our flawless and artisanal manufacturing process. In addition, the brown color in our product mix, common among spreads, might intentionally create a humorous association with chocolate, enticing more consumers to make a purchase.

## **7)Competitors**

Few competitors share a typography similar to ours, which directly corresponds to the flavor of our spread. Furthermore, our unique mascot will set us apart from the competition.

## **8)Syllables and Pronunciation**

The name is connected to the natural sound made by a cow. As we have learned about our surroundings since childhood, pronouncing it poses no complication. Similarly, consumers will find joy in saying it aloud!



## **9)Language**

While English speakers may easily grasp the essence of our product, the universal recognition of the sound made by a cow will also ensure that non-English speakers will instantly understand the product's consistency.

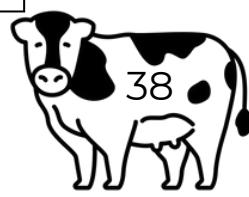
## **10)Goal Oriented**

We aim to pique people's interest in trying something new, and our brand name encapsulates that novelty. The initial intrigue arises from the fact that our name does not explicitly reveal the product's use. The smooth and mysterious property of our brand name sparks curiosity, ultimately driving more sales.

## **11)Iconography**

We have meticulously incorporated distinctive elements, aligning our mascot and logo with all MooMoo Cream brand associations, including our manufacturing process, background, promise, and the unique flavor that makes us different from the rest. Furthermore, our iconography will serve as the foundation for representing us in future projects.

<b>Easy to spell?</b>	YES
<b>Easy to recognize/remember?</b>	YES
<b>Easy to pronounce?</b>	YES
<b>Pronounce only one way?</b>	NO
<b>Consistent with image?</b>	YES
<b>Not generic?</b>	YES
<b>Available?</b>	YES
<b>Not offensive,negative,or obscene?</b>	YES
<b>Selling suggestion?</b>	YES
<b>Has cachet?</b>	YES
<b>Noun?</b>	NO
<b>Always timely?</b>	YES
<b>Travel well?</b>	YES



# Pricing

## PRINCING ORIGINAL RECIPE

Number of units:  
1,229,200

Invoice cost:  
\$5,10

Quantity Disc:  
\$20/24

Transportation:  
\$100

Insurance: \$50

- **Total Invoice Cost:** \$5,248,920
- **Subtract Quantity Discount:**  
- \$857,667
- **Add Transportation:** + \$100
- **Add Insurance:** + \$50

**Total Real Cost:** \$4,391,403

**Real Unit Cost:** \$4,27

Absolute mark-up (AMU): \$1,53

Mark-up based on cost (MUC): 35,93%

Mark-up based on Selling Point (MUSP): 26,43%

**Selling Price:** \$5,80

## PRINCING VEGAN RECIPE

Number of units:  
210,800

Invoice cost:  
\$4,10

Quantity Disc:  
\$20/24

Transportation:  
\$100

Insurance: \$50

- **Total Invoice Cost:** \$864,280
- **Subtract Quantity Discount:**  
- \$175,667
- **Add Transportation:** + \$100
- **Add Insurance:** + \$50

**Total Real Cost:** \$668,763

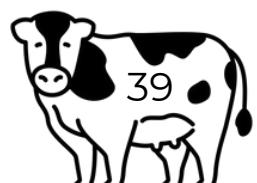
**Real Unit Cost:** \$3,27

Absolute mark-up (AMU): \$1,53

Mark-up based on cost (MUC): 46,91%

Mark-up based on Selling Point (MUSP): 31,93%

**Selling Price:** \$4,80



# Packaging

## Aspects Required to be Competitive

There are 17 primary objectives we need to focus on when designing packaging. MooMoo Cream will use those named below.

### PROTECTION:

Our packaging protects our product from external and internal influences. We will put a lid in addition to the cap to prevent possible leaking.

### APPEAL:

The transparency of our packaging gives the consumer an appeal to buy as it would tempt them to eat it

### DISPLAY:

As said before, the transparency of our packaging will create a sense of appeal. Furthermore, it lets the consumer see attributes that they consider relevant aspects like color and texture.

### CONVENIENCE:

Our product offers exceptional convenience, as it is a ready-to-eat product that can be stored in the pantry without the risk of spoiling.

### SHIPPING:

As said before, our packing contains a lid to avoid any leaking, which is not only for protection against internal and external influences but also for shipping protection. Furthermore, our product boxes have cardboard divisions to avoid the jars colliding with each other.

### PREVENTION:

Our product contains an expiration date as it is required.

### PROMOTION:

See the promotion section for information

### INFORMATION:

For those who are interested, the nutritional values and ingredients are on the back of the jar.

### HANDLING:

The stacking will not be a problem for the retailer or the consumer, and carrying is effortless as it is not a heavy product.

### EASY OF OPENING

It consists of two simple steps: remove the cap by turning it clockwise and remove the lid by helping yourself with the pull tab.

### EASY OF CLOSING

Put the cap again and turn it counterclockwise. The only precaution to keep in mind is to ensure a full turn so there is no risk of faster spoilage.

### UPC:

The bar code is located in the back of the jar for retailers to scan for processing the sale.

### STORAGE:

The plastic jar containing our milk sweet serves as a storage container for the product once it has been opened.

### ADDITIONAL PRODUCT:

Our packaging gives the possibility to the consumer to repurpose to store any other product that our consumers desire, giving our packaging a second life

### ENVIRONMENTAL

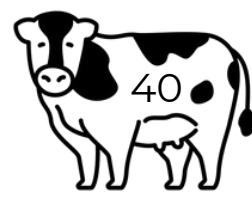
As said before, our packaging is designed for reusability, and if the consumer wishes, it can be recycled at a recycling center. Furthermore, these jars are made with recycled plastic, meaning that our brand does not increase plastic production, and therefore, we reduce carbon dioxide emissions.

### CHILDPROOF/SENIOR FRIENDLY:

Our product is safe for children as the product is for everyone consuming, however, we recommend parents be vigilant of the amount consumed by the child. Furthermore, the packaging is free from sharp objects, making it safe for them to open and close.

### NOVELTY:

The product does not contain any novelty, but we offer a recycling program allowing our customers to return five jars of MooMoo Cream and get one for free.



# INNOVATIVE ADVANTAGE

Considering this overview, MooMoo Cream's packaging incorporates numerous features that make it competitive. However, we excluded attributes such as Part of Product, Complete kit, and Instructions.

While our packaging shares similarities with other brands, we added more transparency as it might create a greater sense of appeal compared to our competitors. It is worth highlighting that we also have a greater environmental conscience as we are promoting our consumers to decrease the use of plastic. This commitment aligns with our goal to produce and utilize less plastic, protecting the environment.

## BULK SHIPPING ASPECTS

The measure of a single MooMoo Cream Jar is 13cm(height) x 7cm(width). The product is packaged in boxes, each containing 24 jars, meaning the dimensions of our boxes are 42cm(length) x 28cm(width) x 13cm(height). The stacking arrangements depend on the shipper's requirements, allowing the stacking of boxes up to nine units.

Wholesalers can determine the quantity of boxes they wish to stock based on the retailer's needs. Due to the expiration date of milk sweet, these boxes cannot be stored for a period exceeding three months.

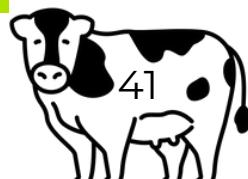
## DIAGRAMS



Original Recipe



Vegan and Light  
Recipe



# Distribution

**DISTRIBUTION CHANNEL: DOMESTIC CONSUMER**

**INDUSTRY: SWEET SAUCE MARKET**

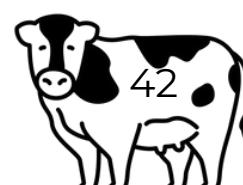
**CONSUMER CHANNEL:**

- PRODUCER DIRECTLY TO CONSUMER
- PRODUCER TO WHOLESALER TO RETAILER TO CONSUMER

## **DESCRIPTION OF WHOLESALERS**

Considering that our consumer channel will be Producer to Wholesaler to Retailer to the consumer, we will use a full-service wholesaler, specifically, a single-line wholesaler. We need a specialized focus on this product category since we are concentrating on the sweet sauce. Additionally, a single-line wholesaler can offer us more expertise in the sweet sauce market as they have in-depth knowledge about specific products that they deal with, knowledge that we are going to need considering we are presenting a new product to the sweet sauce market yet competing with other brands that offer similar products. If we want to stand out, we need exceptional distribution, and since we want to cover all of the Canadian territory, we need wholesalers.

For the Producer Directly to Consumer meaning, the consumer ordering directly from our website and getting it delivered to their homes does not need a wholesaler. Storage requirements for goods are minimal since units are produced based on placed orders, eliminating the need for extensive storage facilities. Moreover, the distribution channels are not needed as the consumer gets the product directly to their home. This model gives us the advantage of charging extra fees for shipping services, generating funds that can be invested in our product.



# **REASONS FOR WHOLESALER SELECTED:**

## **BUYS GOODS:**

We will receive one payment instead of chasing hundreds of retailers. Using our online payment for our delivery service will guarantee an organized and secure way of receiving the revenue.

## **STORE GOODS:**

We will receive one payment instead of chasing hundreds of retailers. Using our online payment for our delivery service will guarantee an organized and secure way of receiving the revenue.

## **BREAKS BULK:**

We deliver substantial quantities to the wholesaler rather than small quantities to individual retailers. This approach makes distribution easier, efficient and reduces our shipping costs.

## **MONITORS:**

With a wholesaler, we have guaranteed that the retailers' stock levels are full and stock-outs do not occur. For the delivery service, based on the data's basis of consumers' purchase behavior, we will produce some units in advance to supply their needs.

## **DISTRIBUTES PROMOTIONAL MATERIAL TO RETAILERS:**

This is key for our product since we plan to give free samples to potential new consumers so they will buy our brand. Additionally, seasonal offerings need extra effort in their distribution.

## **PROMPT DELIVERY:**

With warehouse centers in all major geographic areas, the wholesalers are closer to most retailers than our factory, making it advantageous for us since we reduce shipping costs.

## **EXPERTISE:**

The wholesalers know what brands, sizes, and price points influence consumer purchases in different geographical areas and types of retailers. Since we are a new brand introducing a new product, this information regarding those aspects is important to us.

## **MAKES MARKET:**

The wholesaler becomes our medium to bring us the producers and the retailers to do business with each other, as the wholesaler convinces retailers to stock our brand



# DESCRIPTION OF RETAILER

We will be targeting general line, supermarket, and superstore retailers such as Walmart, Costco, Real Canadian Superstore, Thrifty Foods, and Quality Foods. The strengths that we require are location, hours, price, selection, and target market. The reason to choose this type of retailer is that consumers tend to buy their groceries in one stop, which means if we want to increase the likelihood of consumers buying our product, we need to search for retailers that offer a variety of product categories.

## REASONS FOR RETAILER SELECTED

### LOCATION:

MooMoo Cream needs to be in as many stores as possible to maximize our sales. We need strategic locations around the country, but also around cities and towns so everyone has access to grocery shopping as near as possible to their homes. On the other hand, our website allows our consumers to buy our product from any place or time.

### PRICE:

Since our product is new and unknown and so it's our brand, the target market will not pay more than they usually will for any sweet sauce, meaning that our price needs to be at market so it can be competitive with other brands and products. Fortunately for us, the sweet sauce brands of these retailers offer a similar price to the one of MooMoo Cream.

### TARGET MARKET:

The retail stores we targeted have devoted entire sections to spreads divided into sweet and salty so that the consumers find our product easily. Since we are a new product, our brand will highlight compared to others as "milk sweet" will sound new and different to consumers, and will pique their interest.

### HOURS:

The schedules of this kind of retail store allow our clients to buy their groceries from early in the morning to late at night, allowing them to manage their time for groceries without conflicting with their busy schedules. As for our website, it is open 24/7, meaning we can sell our product throughout the day.

### SELECTION:

The selection of our retail stores targets to find the ones that can offer a variety of product categories so consumers can make their groceries all in one stop. Superstores were included since there are products such as electronics, which the consumer might as well be interested in shopping. Furthermore, these superstores offer bulk-size products for those who don't tend to do their groceries as often, as they may not like to do them.



# Promotion

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MooMoo Cream will execute two main promotions: **samples and premiums**

## SAMPLES

### 1) Purpose

Promoting our brand at the initial stage of our buying continuum will provide us with an immediate advantage as it is the most effective way to create awareness among consumers. MooMoo Cream's first promotional strategy will be to offer little samples of our spread. Reaching the consumer with this new flavor will let them see that we are not lying about promising a new flavor to the market.

### 2) Theme

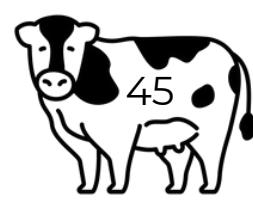
We will stay true to our primary theme, emphasizing milk as our main ingredient. This foundational concept is integral to our initial steps in introducing ourselves to the market, aiming to create a lasting and positive first impression among consumers.

### 3) Logo

Given that our spread is based on milk sweetness, we will proudly feature our emblematic logo, as showcased in the branding section. When consumers encounter our promotion, they will see our logo prominently printed on the napkin accompanying the free sample

### 4) Mechanics

Our promotion will be strategically deployed in predetermined retail stores, where the personnel will intercept consumers passing through the stand, letting them savor our milk sweet spread on toasted pieces of bread, accompanied by a tangible encounter with our logo, both on the jars and the printed napkins.



# **PREMIUMS**

## **1) Purpose**

Incorporating special premiums related to our product will be a second compelling reason for consumers to choose our spreads. This unique premium is thoughtfully designed for families, especially those with numerous children who are part of our TM. Not only does it provide an additional incentive for choosing our spreads, but it also enhances the overall consumer experience, addressing financial concerns and ensuring a positive connection with our brand.

## **2) Theme-Holiday Promotions**

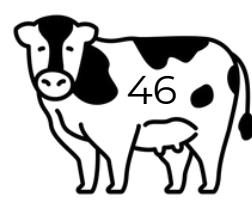
To cater to consumers' desires, we are introducing our second promotion featuring limited-edition MooMoo cow plush toys tied to various festivities, including Christmas, Halloween, Easter, Valentine's, and Thanksgiving. Each cow plush toy will be adorned with an accessory corresponding to the closest holiday.

## **3) Logo**

For this promotion, our logo will remain unchanged, reinforcing our commitment to reminding consumers about our original brand and maintaining brand recognition.

## **4) Mechanics**

This item will be free for every consumer who purchases three of our spreads in the month of the holiday. Then, they will receive this premium item in-pack. This premium will be available in all Canadian retail stores and we will make people stay tuned on our social media accounts for exclusive updates on when and where to grab their limited-edition premium.



# Advertising

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## Purpose

In alignment with our buying continuum, our primary objective is to raise brand awareness and generate desire among consumers. Through this process, we aim to enhance the prestige of MooMoo Cream, fulfill consumer demands, and attract new customers.

Moreover, as MooMoo Cream establishes a strong online presence through its website and social media accounts, generating dynamic digital traffic, we will complement these digital strategies with traditional printed advertising. This approach aims to effectively reach our target market residing in immediate geographic regions, specifically within Canadian local communities.

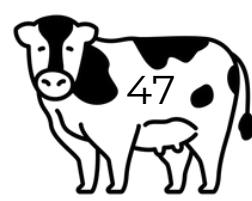
## Chosen Media

- Television/Streaming Platforms
- Digital advertising (Social media accounts and Website)
- Printed advertising (Magazines, Posters, and Newspapers)
- Billboards

## TELEVISION/STREAMING PLATFORMS

Our initial advertising approach focuses on television commercials to introduce the MooMoo Cream brand. Recognizing that our product is unfamiliar to consumers, our goal is to familiarize Canadians with the benefits of our new spread and its versatile applications. Our target demographic comprises busy professionals and students, so we plan to schedule commercials during prime time when they are likely to watch them. Although this incurs a higher cost, it is essential to promptly inform our pre-screened target market before our distribution becomes more widespread.

Acknowledging the shift from traditional television to streaming platforms, we will allocate a budget to advertise on popular platforms such as Disney+ and Netflix. This strategic move aims to capture our audience's attention, making it less likely for them to skip our commercials.



Our introductory commercials promise an enhanced lifestyle after experiencing our new spread, creating intrigue by subtly emphasizing dissatisfaction with other products. The effectiveness of our first advertisement will be measured by the recognition our brand receives from consumers.

To further establish brand recognition, we will employ celebrity commercials to attract more consumers, assuring their desire to buy our spreads. These celebrity commercials will not only promote our spreads but also serve as an introduction to our website. Through this platform, we will showcase the inner workings of MooMoo Cream, emphasizing our commitment to green manufacturing practices and the rich Hispanic background that played a significant role in crafting our unique recipe.

## DIGITAL ADVERTISING

Throughout our entire buying continuum, we are committed to maintaining a consistent online presence. Maximizing these cost-free channels allows us to reach a broader target market and precisely assess opinions about our brand in specific geographic regions, as social media statistics provide reliable insights. Along with our introductory commercials, we will create social media accounts to start setting us apart from the rest of the competition while our distribution starts to expand. We have chosen this medium because social media is continuously growing in millions of users by 4.2% every year, being Facebook and Instagram as the most popular in Canada; therefore, it will let us target younger generations who are also more environmentally conscious public and are always following new tendencies.

## SOCIAL MEDIA SELECTION

Instagram	Facebook	Twitter
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### Instagram Page @moomoocream

Our Instagram strategy revolves around creating engaging and cost-effective content, including funny and trendy posts, to keep our audience informed and entertained. Before the launch of our website, Instagram will be our primary tool for sharing exclusives and connecting with consumers to generate interest



## Instagram Exclusives

- 1) As a brand committed to making a positive impact, we will showcase our ecological efforts, emphasizing the consequences our world may face without swift action.
- 2) **A dairy product with a vegan version? Doubtful? It's time to head to your nearest store!**
- 3) As part of our holiday promotion, we will share specific details on when and where consumers can get our exclusive cow plush toy.
- 4) Once consumers desire to learn more about our brand, we will create a brief video tutorial on navigating our new website, driving their attention to it.

**Curious about our Milk Sweet Spread preparation and the origin of your favorite spread?  
Visit.... for more content and information!**

Instagram is an effective tool that can measure a brand's performance and identify interested consumers based on demographic aspects. Overall, this can allow us to retarget our market, ensuring a more selective and effective approach to our audience. In addition to using Instagram analytics, we will actively gather feedback through interactive surveys and dynamics, further enhancing our ability to refine and tailor our brand strategy based on real-time consumer input.

**Have you tried MooMoo Cream's new vegan-friendly version?  
Vegan vs Normal**

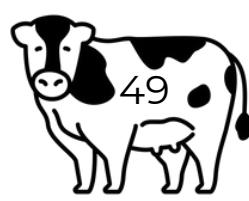
## WEBSITE

<https://moomoo-570cb--moomoopage-381e6tdy.web.app>

Clicking on our website will foster consumers an effortless way to learn about us, making sections that can explain our milk sweet spread manufacturing and environmental policies. All in all, our website will advertise by online distribution service with running engaging ads, showing the benefits of it.

## PRINTED ADVERTISING

Moving beyond online efforts, MooMoo Cream is now reaching out to the real world with printed ads. We're aiming to connect with people who aren't big on social media or live in areas with less tech access. To do this, we're using traditional methods like newspapers, magazines, and store posters. This way, we make sure everyone gets a taste of MooMoo Cream, whether online or offline



## **NEWSPAPER**

Our newspaper strategy targets a specific audience, including individuals who may not be active on social media, such as the elderly or those in rural areas without access to technology. In the newspaper, we will invest in labeled advertisements within a small print section, focusing on promoting our jar incentive: '**Recycle five of our jars, and get one free!**' While the primary motivation might be the free jar, we aim to encourage efficient recycling habits and contribute to environmental sustainability.

## **MAGAZINES**

Tailored for individuals with hectic schedules, particularly working women and those managing numerous children, our spread will find a home in magazine sections dedicated to recipes, nutrition tips, home lifestyle, and easy meals. This is an ideal platform to showcase our new vegan-friendly variation. Recognizing that magazines offer a more sophisticated advertising space and that a significant portion of the global female population identifies as veggie, we anticipate a positive reception in this medium.

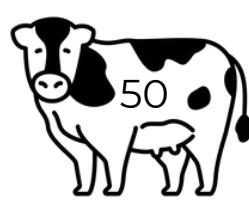
**Our printed advertising production will precede bookings with printing editorials, ensuring alignment with both magazine and newspaper deadlines. This proactive approach allows us to perfectly integrate our promotional content into the chosen time slots.**

## **RETAIL DISPLAY POSTERS**

Internal and external posters will grace all our base stores, reinforcing brand recognition. To expedite the design and distribution of our vibrant posters, we will engage in an anticipatory production strategy. By dispersing these posters across diverse geographic regions in Canada, we aim to gauge the effectiveness of our display advertising in different areas.

## **BILBOARDS**

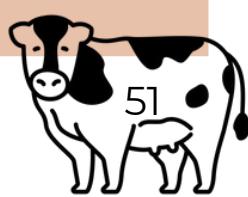
In the Information Search/Sales stage, as our brand solidifies its position as a key player in the sweet spread market, we plan to enhance visibility through eye-catching billboards strategically placed in proven locations where our target market frequents. These locations include high-traffic areas, bustling streets, popular malls, and the surroundings of educational institutions and workplaces. To optimize the rental period and align with our upcoming first anniversary, meticulous planning for billboard placements is essential, requiring a lead time of six months to ensure maximum impact and resonance with our audience.





# Media Schedule

STAGE	MEDIA	PURPOSE	SELECTED TM	DATE
IGNORANCE TO AWARENESS	<b>Commercials</b> conventional television	Our grand opening is to familiarize our TM with the benefits and use of our spread	Consumers with busy schedules, especially professionals and students	Both with a lead time of five months before our distribution starts
INTEREST TO CONSIDERATION	<b>Commercials</b> Streaming Platforms (Disney + and Netflix)	Familiarize our TM and ensure their attention		
CONSIDERATION TO PURCHASE	<b>Social Media</b>	Create accounts to set us apart from the competition with free trendy content while our distribution starts to expand	Target a broader public who normally use social media and not television	Commercials and social media start at the same time, our buying continuum starts: August 2023



## AWARENESS TO INTEREST

### Instagram Account

1. Attract new consumers with our influencer endorsements
2. Create favorable impressions about our environmental footprint
3. Introduce a new healthy vegan variation with an intriguing post that catches consumers' interest

Younger generations  
Environmentally conscious people

People with dietary restrictions

Ongoing  
Ongoing, weekly

Beginning on October 2023

## INTEREST TO DESIRE

### Local Newspapers

Printed Advertising

Convey our jar incentive, engaging the public in basic recycling habits.

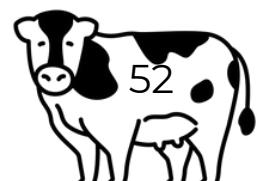
To shoppers who do not usually use social media, such as elder people or those who live in more local rural areas

The lead time will be three months in advance for both. The printed advertising will be on shelves at the End of October 2023

### In Magazines

Advertise strongly our healthy vegan-friendly spread, paying for featured advertisements in magazine publications, especially those with content dedicated to daily life and nutrition tips

We will attract working women because they represent the biggest section of the veggie population



## INTEREST TO DESIRE

### Instagram

1. Introduce new prospects according to our seasonal promotion, creating a demand for getting our premium which valid time to get it, will be published in our account

All ages in general, but children will get more piqued about our premium

The promotion will start strongly with the Christmas holidays. Ongoing after it with the rest of holidays

2. Recollect feedback, and analyze the brand's performance through Instagram surveys and dynamic questions

Testing different consumers according to geographic and demographic aspects

The first summary of our progress will be at the end of the year. Ongoing after it

### Retail display posters

Reinforce the recognition of our brand, distributing to see where the advertising performed better

Reach out target market who lives in specific geographic areas all over Canada

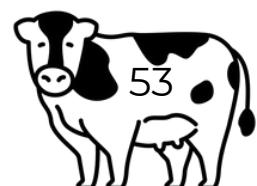
Anticipated production to have our posters quickly in all our based-stores before our Easter promotion Beginning April 2024

### Celebrity Commercials

To generate desire among consumers and drive attention to our website

Our pre-screened loyal consumers

End of May 2024



## DESIRE TO INFORMATION SEARCH

### **Instagram**

We have been using this medium to connect with our consumers which is why It will further promote our new website by publishing a cost-effective mini-video tutorial on how to use our new website

Drive the attention of consumers who follow us on this account

June 2024

### **Website**

Foster consumer knowledge about our brand, advertising our distribution by running engaging ads on our website

Website Visitors

Ongoing

## INFORMATION SEARCH TO SALES

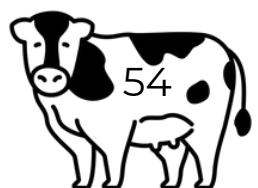
### **Billboards**

In high-traffic areas, malls, near workplaces and educative institutions

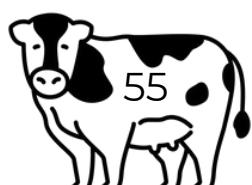
We will end the year by reinforcing our brand name through symbolic billboards advertising this to the consumer

Aligning to places where we already know our TM is located

A lead time of six months to sync the billboards with our first anniversary  
August 2024



## Print Add



# Performance Evaluation

## WHEN:

During the birth of our brand, the performance evaluation would be significantly frequent as we are a new brand introducing a new product. The performance evaluations will be performed once a week to understand the strategies that are working, the ones that we should eliminate, and the ones that our brand might need to implement. As we anticipate stable growth, expected by the mid-year mark, the frequency of performance evaluations will be bi-weekly. Once we have ensured the maturity of our brand, the assessments will transition to once a month.

## WHAT:

These evaluations aim to examine how the marketing strategies chosen have impacted the awareness and sales of our products. This assessment will be measured by the statistics of the influence of advertising and branding and whether these results fit with the company's established goals. Comparing statistics will allow us to spot missing or incorrect strategies that may be affecting our sales and come up with the appropriate solutions to solve them. Furthermore, we can compare our performance with the competitors to evaluate how to surpass them. These aspects are crucial to a successful marketing plan as small mistakes may eventually become bigger, affecting our sales numbers significantly.

## HOW:

The finance team will have to show income and financial statements to analyze the investments made in various sectors of our company and assess their performance in alignment with the budget. By doing this, we can evaluate the areas that need less investment and those that need more so we can adjust the budgets if necessary.

Evaluations on advertising are crucial in defining which media types can approach our target market easily and efficiently. Furthermore, we aim to identify what formats (digital or physical) have a better approach to them and can encourage them to purchase our brand. According to this information, we can set an appropriate budget.

Finally, market research is key throughout this whole process. For this reason, consumers will have the opportunity to express their opinions and suggestions through surveys. These surveys will ask for their feedback on different topics, such as the appeal of the product (color, texture, packaging), the taste of the product (Does it satisfy hunger/cravings?), whether they consider it a good value for the money and their tendency to buy seasonal offerings.

