







[I asked Claude to generate my Prompt]

Prompt:

"You are an experienced CPG marketing strategist tasked with developing a comprehensive go-to-market strategy for a new premium snack brand called CUZCO CRUNCH - authentic Peruvian plantain chips.

Context: The brand name is CUZCO CRUNCH with the tagline "Ancient Flavor, Modern Crunch." They're launching with three initial flavors: Sacred Salt (green packaging), Andean Spice (red packaging), and Golden Maíz (yellow packaging).

Your Task: Create a complete marketing strategy document that includes:

1. Brand Positioning Statement

- How CUZCO CRUNCH differentiates from existing plantain chips
- Connect Peruvian heritage to modern snacking needs
- Premium positioning rationale

2. Target Market Analysis

- Define 3 distinct customer segments with demographics, psychographics, and shopping behaviors
- Prioritize primary vs secondary vs tertiary targets
- Include income levels, shopping locations, and values

3. Product Strategy

- Describe the three launch SKUs and their positioning
- List 4 key differentiators that justify premium pricing
- Explain how each flavor serves the overall brand strategy

4. Distribution Strategy

- Design a 3-phase rollout plan over 36 months
- Start with premium channels, expand to mainstream, then national
- Include specific retailer types and rationale for timing

5. Marketing Communications Plan

- Create brand messaging hierarchy (primary + 3 supporting messages)
- Develop content marketing strategy across 4 content types
- Detail digital marketing approach (social platforms, influencers, SEO)
- Include traditional marketing tactics (sampling, PR, trade)

6. Pricing & Promotion Strategy

- Set premium pricing with competitive justification
- Design promotional calendar tied to cultural events
- Include loyalty program concept

7. Success Metrics

- Year 1 quantitative targets (revenue, distribution, awareness, retention, social)
- 3-5 year aspirational goals
- Include market positioning objectives

8. Risk Management

- Identify 4 key business risks and mitigation strategies
- Address supply chain, competition, economic sensitivity, and cultural concerns

Constraints:

- Must appeal to mainstream US market while maintaining authentic Peruvian identity
- Premium positioning at \$4.99-5.99 per 4oz bag
- Target \$2M Year 1 revenue
- Focus on sustainable, scalable growth

Write this as a professional strategy document with clear headers and actionable recommendations.

Output:

CUZCO CRUNCH Marketing Strategy

CUZCO CRUNCH positions itself as the premium plantain chip that bridges Peru's ancient culinary heritage with contemporary snacking. We're not just another

chip—we're a cultural experience that delivers authentic Peruvian flavors with the quality and convenience modern consumers expect.

Target Market Strategy

Primary Target: International Snacks Enthusiasts (25-45)

- College-educated, urban/suburban
- Household income \$100K+
- Values authentic experiences and premium quality
- Shops at Whole Foods, Erewhon, specialty grocery stores
- Active on social media, influences others food choices

Secondary Target: Latino Heritage Families

- Seeking authentic flavors that connect to Latin culture
- Multi-generational households
- Values quality ingredients and family sharing
- Shops at mainstream and Hispanic grocers

Tertiary Target: Health-Conscious Snackers

- Seeking better-for-you alternatives to traditional chips
- Values clean ingredients and natural products
- Willing to pay premium for health benefits

Product Strategy

Three-SKU Launch

1. **Sacred Salt** (Green) - Clean, simple, showcases natural plantain flavor
2. **Andean Spice** (Red) - Bold, authentic Peruvian spice blend
3. **Golden Maíz** (Yellow) - Fusion flavor combining plantain with corn seasoning

Key Differentiators

- **Authentic Peruvian sourcing** and traditional preparation methods
- **Premium positioning** through packaging and ingredient quality
- **Cultural storytelling** that educates while entertaining

- **Better-for-you** positioning vs. traditional potato chips

Distribution Strategy

Phase 1: Premium Channel Entry (Months 1-6)

- Whole Foods Market (West Coast test)
- Independent natural food stores
- Specialty Latin markets
- Direct-to-consumer online sales

Phase 2: Mainstream Expansion (Months 7-18)

- Target stores (select regions)
- Regional grocery chains
- Amazon Fresh/Pantry
- Food service partnerships (corporate offices, universities)

Phase 3: National Scale (Months 19-36)

- Major grocery chains (Kroger, Safeway)
- Club stores (Costco, Sam's Club)
- Convenience stores
- International aisle placement strategy

Marketing Communications Strategy

Brand Messaging Framework

- **Primary Message:** "Discover the authentic taste of Peru in every crunch"
- **Supporting Messages:**
 - "From the heart of the Andes to your kitchen"
 - "Premium ingredients, ancient traditions"
 - "Better snacking, bold flavors"

Content Marketing Strategy

- **Educational Content:** Peruvian culture, cooking traditions, ingredient stories

- **Recipe Development:** Creative uses beyond snacking (salad toppers, appetizers)
- **Behind-the-Scenes:** Farmer partnerships, traditional preparation methods
- **User-Generated Content:** Customer photos, recipes, cultural connections

Digital Marketing

- **Social Media Focus:** Instagram (visual storytelling), TikTok (recipes/culture), Facebook (community building)
- **Influencer Partnerships:** Food bloggers, Latino influencers, health/wellness advocates
- **SEO Strategy:** Target "authentic Peruvian snacks," "plantain chips," "better-for-you snacks"
- **Email Marketing:** Cultural education, recipes, exclusive offers

Traditional Marketing

- **Sampling Programs:** In-store demos, food festivals, cultural events
- **PR Strategy:** Food media outreach, cultural celebration tie-ins
- **Trade Marketing:** Natural products trade shows, Hispanic retail conferences

Pricing Strategy

Premium Positioning

- **Retail Price:** \$4.99-\$5.99 per 4oz bag
- **Competitive Analysis:** 20-30% premium vs. mainstream plantain chips
- **Value Justification:** Authentic sourcing, premium ingredients, cultural authenticity

Promotional Strategy

- **Launch Promotion:** "Try all three flavors" multipacks
- **Sampling Budget:** 15% of marketing spend
- **Loyalty Program:** Subscription discounts, cultural content access
- **Seasonal Promotions:** Hispanic Heritage Month, Cinco de Mayo

Success Metrics & KPIs

Year 1 Targets

- **Revenue:** \$2M gross sales
- **Distribution:** 500+ retail locations
- **Brand Awareness:** 15% among target demographic
- **Repeat Purchase Rate:** 35%
- **Social Media:** 50K combined followers across platforms

Long-term Goals (3-5 years)

- **Market Position:** Top 3 premium plantain chip brand
- **Geographic Expansion:** National distribution
- **Line Extensions:** Additional flavors, formats (baked, organic)
- **International:** Export to Latino communities globally

Risk Mitigation

- **Supply Chain:** Multiple plantain sourcing partnerships
- **Competition:** Strong brand differentiation and customer loyalty
- **Economic Sensitivity:** Value messaging during downturns
- **Cultural Appropriation:** Authentic partnerships and giving back to Peru

This strategy positions CUZCO CRUNCH to capture the growing better-for-you snack market while building a premium brand around authentic Peruvian heritage. The phased approach allows for learning and iteration while building sustainable market presence.