

Team: D013

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Contribution Statement: All members of group D013 contributed to the analysis and writing of the Saxonville Case Study.

To: Saxonville Executive Team  
From: Ann Banks, Product Marketing Director  
Date: March 15, 2006  
Subject: Italian Sausage Branding and Growth

Saxonville's Italian sausage line, Vivio, has inadequate positioning in order to launch as a national brand. Vivio should be rebranded as Perfecto Italian Sausage from Saxonville. The positioning of the brand is related to "Family Connection" (FC) and can be seen in *Exhibit 1*. Pricing remains in parity with premium brands. Brokers and distributors for bratwursts and breakfast sausage, nationally, and Vivio, in the Northeast will be utilized. Promoting Perfecto with this FC concept will allow Saxonville to cross-promote product lines and tie in the existing moniker of "The Family Company".

With stagnant growth in both bratwurst and breakfast sausage, Saxonville must place focus on Italian sausage that has grown nine and fifteen percent in the past two years, respectively. There are no national competitors. Saxonville has an advantage with established relationships nationally to launch this brand line extension. The Vivio brand name was an option, but focus groups ranked it seventh among twenty others. Perfecto was chosen from the top three, regardless of the drawback of not using the established Vivio name. Saxonville was considered a poor name by bratwurst customers for Italian Sausage, however, sub-branding allows Saxonville to utilize some brand equity. Italian sausage users stated that they know Saxonville for producing good products. Sub-branding also works well with the positioning of FC. Aside from the connection to "The Family Company", FC was chosen due to the high positioning concept voting where 75% of the respondents placed it in first or second place, as well as the final concept testing where 81% of respondents said they definitely or probably would buy. "Clever Cooking" (CC) also tested well, but FC received higher scores and the emotional benefits of FC aligned well with the target market's core values. The drawbacks for choosing CC are that it would be easier tactically, and be a point-of-difference from the competition's positioning. Many competitors position themselves on their Italian heritage, and FC can sometimes imply this.

Saxonville should launch the Italian sausage line nationally with the name "Perfecto Italian Sausages from Saxonville" and position the product as stated in *Exhibit 1*. The line should be priced 20% higher than the standard retail pricing of store brands, in parity with premium brands. As a premium brand, it is important that discounting tactics are not used to build the brand as they were with Vivio. Four deals can be used per year, with consideration to reduce these to two or three in line with the other Saxonville product lines. The label will also be changed to maximize the visibility of the product, and visible fresh herbs. All current channels of brokers and distributors for Saxonville and Vivio will be used to launch Perfecto nationally. The product will be promoted with TV ads showing the whole family attracted by the smell of the product and connecting at the dinner table. Further promotions along with Saxonville can show them as "The Family Company for all occasions" with segments depicting weekends with breakfast sausage in the mornings, followed by outdoor gatherings with bratwurst transitioning into scenes of weeknight family time in the kitchen with Perfecto. A drawback to this promotion is it could risk some brand dilution, which is mitigated by the differential advertising. These actions take advantage of brand equity and offer growth potential for Saxonville.

WC: 547 – Verify intent is served

**Exhibit 1 – Italian Sausage Positioning Statement**

Among women between ages 20-50, Perfecto Italian Sausage from Saxonville is the brand of fresh packaged Italian sausages that brings the family together because of its irresistible aroma that draws them to the table with its fresh herbs and spices that appeal to the whole family.