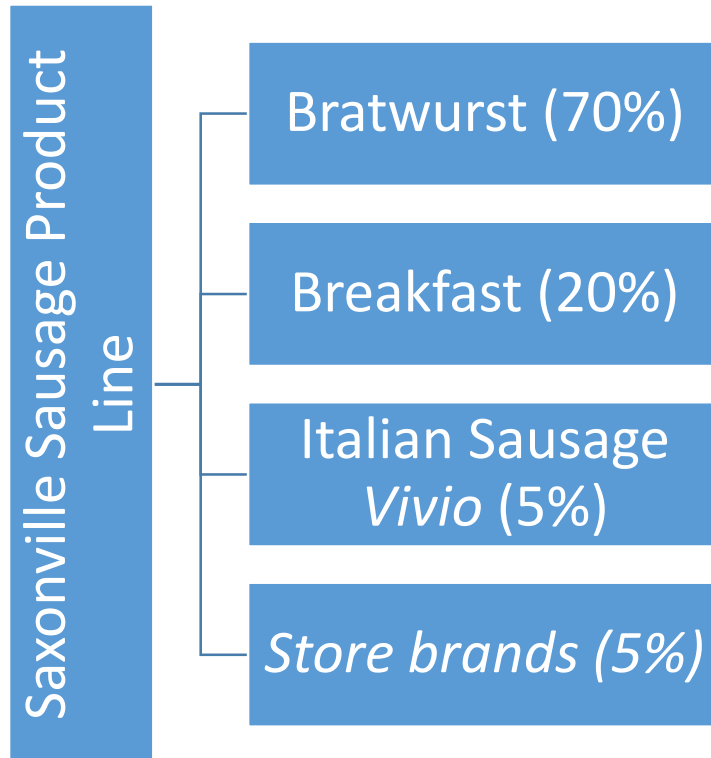


Saxonville sausage company needs to create a distinctive positioning for its Italian sausage brand for creating a unique image



- Saxonville makes fresh sausages that are different from other sausages in the market
- In spite of stagnant sales in Bratwurst and Breakfast sausage categories, the Italian Sausage shows a growth in the sector
- The versatility of Italian sausages lets one have it in anyway they want

Italian sausage is consumed as an “ingredient”

- Consumers of Italian sausage were having it with as an “ingredient” food in sauces, soups, vegetables, pasta, rice, etc.
- People considered Italian Sausage as a “meal maker”.
- With Italian sausage, women could have a “quick meal in the house”.

Italian sausage is not consumed the way Saxonville thinks it to be

- A small focus group was done to assess the consumption behavior. It was found:
 - People reported having Italian sausages as an “ingredient” in their food and not as a primary food
 - People consumed Italian sausages as a “meal solution”; i.e. they prepared Italian sausages on normal weekdays too and not just on weekends.
- Italian sausage was eaten during dinners and other meals during the day.
- People preferred eating Italian sausages in their own particular way, i.e. they could mix and cook it with other ingredients to suit their tastes

Women felt the need to provide a good, wholesome food for their family

- The women want to engage in cooking activities that lets them takes efforts in doing things rather than just serving it from a package.
- They believed that if they could add something to their Italian sausage meal, they were being true to their meal needs and that to the family.
- Women dreaded ending up the dinner in a disaster.

Saxonville had to choose from two positioning concepts

- The first alternative was Family connection
- The second alternative was Clever cooking

- Both alternatives faired well with the respondents.

In order to position the Italian sausage, Saxonville should position itself in the Clever Cooking segment

- The Clever cooking segment will give the women a chance to experiment with “ingredients” and come up with their own recipes
- The concept is good and 72% respondents accepted the concept
- Clever cooking showed 41% “Definitely would buy” Probability
- The packaging of Italian sausage will have few tasty recipes for the women to try
- The packaging will have clear foil and nice tapered sausages with other ingredients that can be added to a meal

Positioning statement for Clever cooking in Italian sausage brand:

“For the creative meal maker, Saxonville helps you in making delicious and wholesome food with your personal touch with its exotic Italian sausage.”

For framing the brand name, Saxonville should keep the brand name as Saxonville Italian Sausage

- Saxonville needs to communicate to their consumers that the company sells Italian sausage which is evident from the name itself
- Saxonville was a well established brand in the market and if Italian sausage gets added to the name, it would create a double impact in the minds of the consumer about the authenticity
- Saxonville was known for its exceptional product quality