

Fox Valley Berkshire



Marketing Objectives, Strategies & Tactics

*Sustainable
Ethical
Stewardship*

Distribution Drive

- Sell Sheets
- VIP Coupons

Talk About Components

(avoid minimally processed)

- No MSG
- All Natural
- No Nitrites
- Sustainable
- Highest Quality
- No Artificial Ingredients

Brand Awareness

- Website & Social Media
- Public Relations
- Portable Grills @
- Stores &
- Local Events

Packaging

- Borrow cues from other items
- Black traditionally cues premium
- Consider "locking up" product attributes
- Make it stand out more

Team up with complimentary items

(share costs i.e. buns, condiments or side dishes)

- Create sampling kits:
- Easel Card with key selling points
- Recipe books or coupons for handout
- Cutting instructions

Objectives:

1. Build consumer trial and awareness for all Fox Valley Berkshire products. Tell People that Fox Valley has Berkshire Pork!
2. Surprise and delight the consumer to drive repeat sales. Get them to Taste it & Buy it!
3. Gain distribution at key accounts. Make sure it is at a store near them!

Strategies:

- Focus on tactics that are cost efficient and geo-targeted to deliver the highest possible return on investment.
- Create a campaign that has consistent look and feel across all consumer touch points.
- Messaging needs to focus on key attributes

Potential Tactics:

Trial

- Instore point of sale signs
(use real estate on coolers)
- Outta the Box Coupon or Recipe Boxes
(placed during store calls)
(increases visibility in store)
(gives consumers ideas for usage)
- Sampling in store or outside stores
(greater conversion rate)