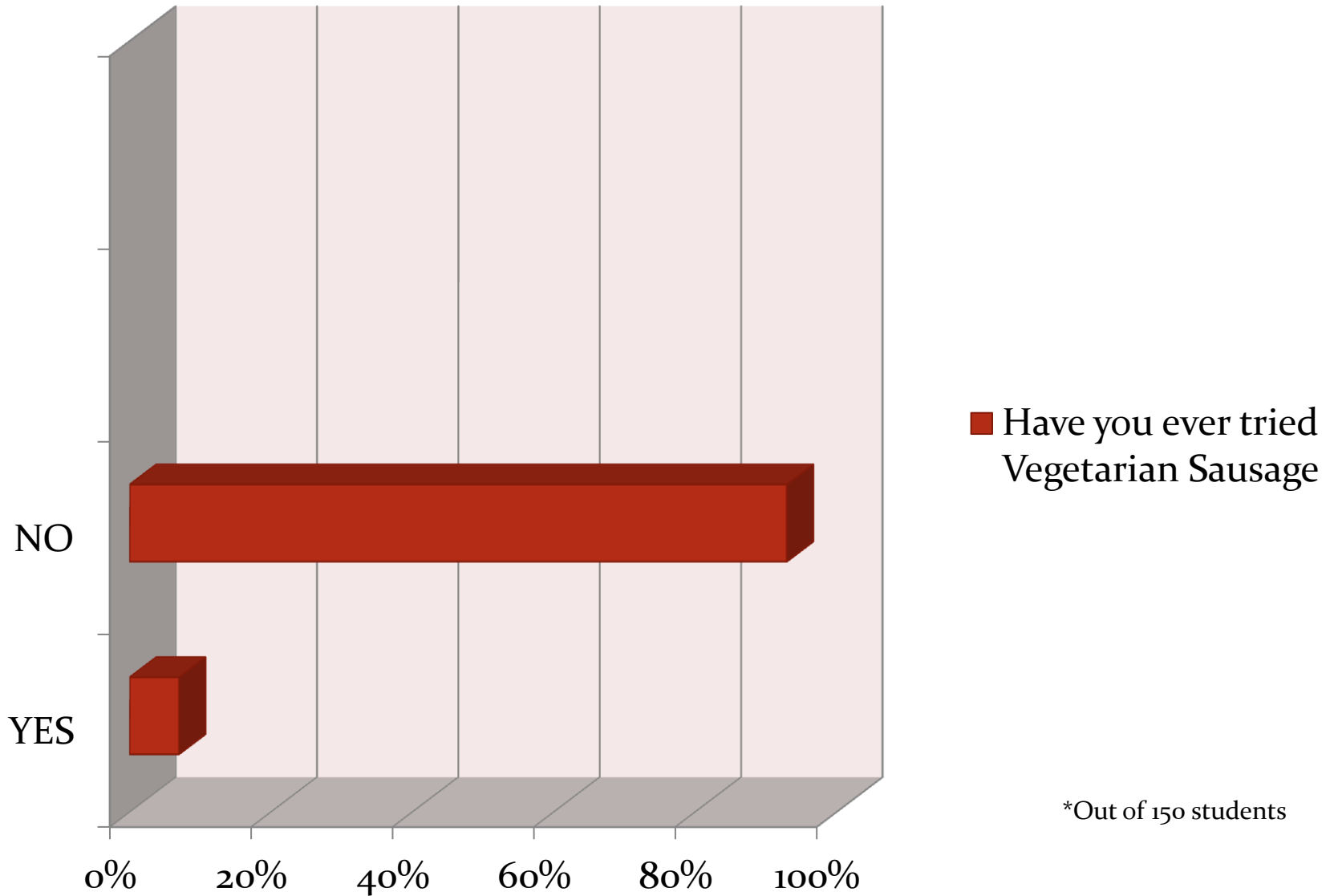


NEGOTIUM

Marketing Campaign

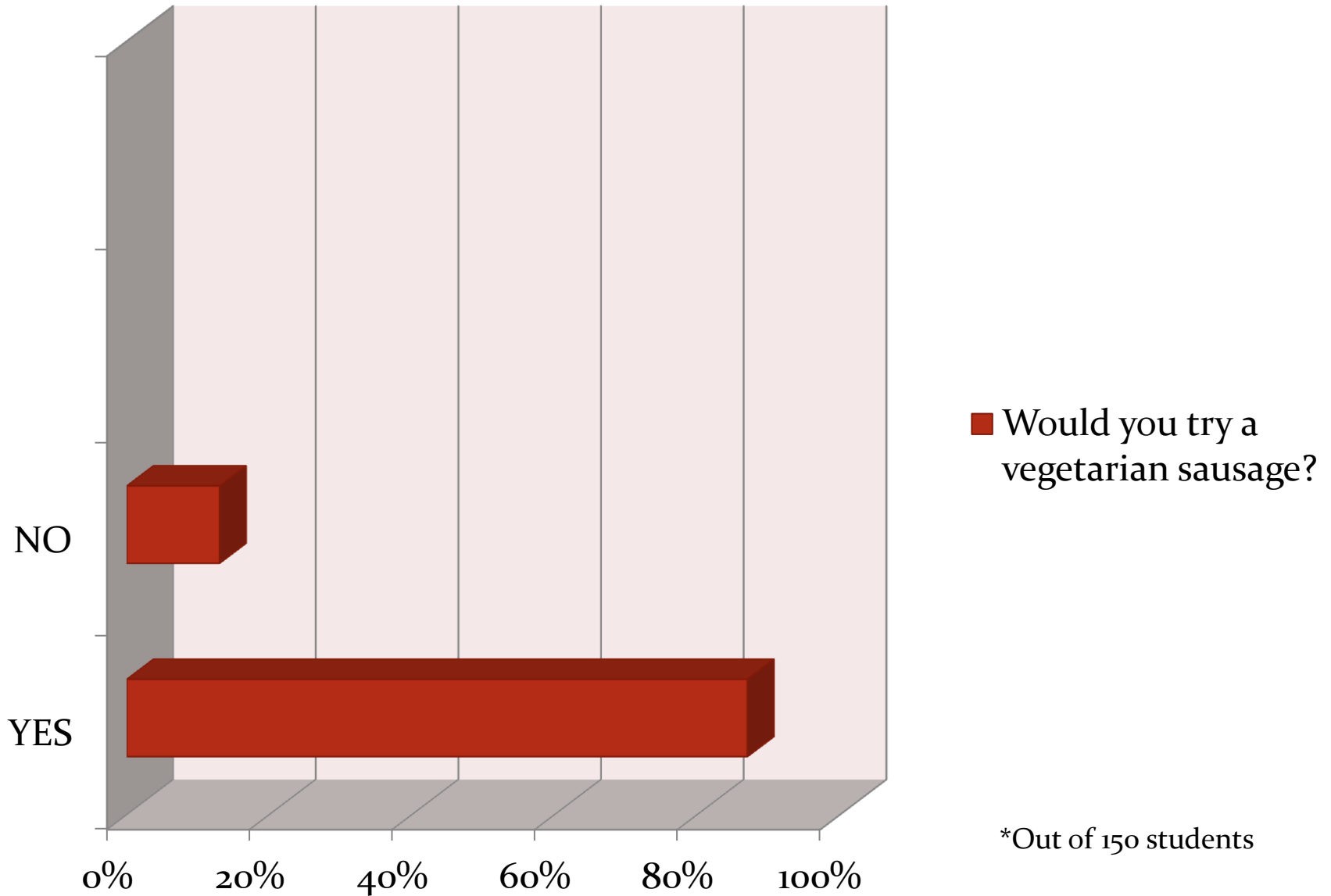
Secret SausagesTM
Vegetables in Disguise

Have you ever tried Vegetarian Sausage?



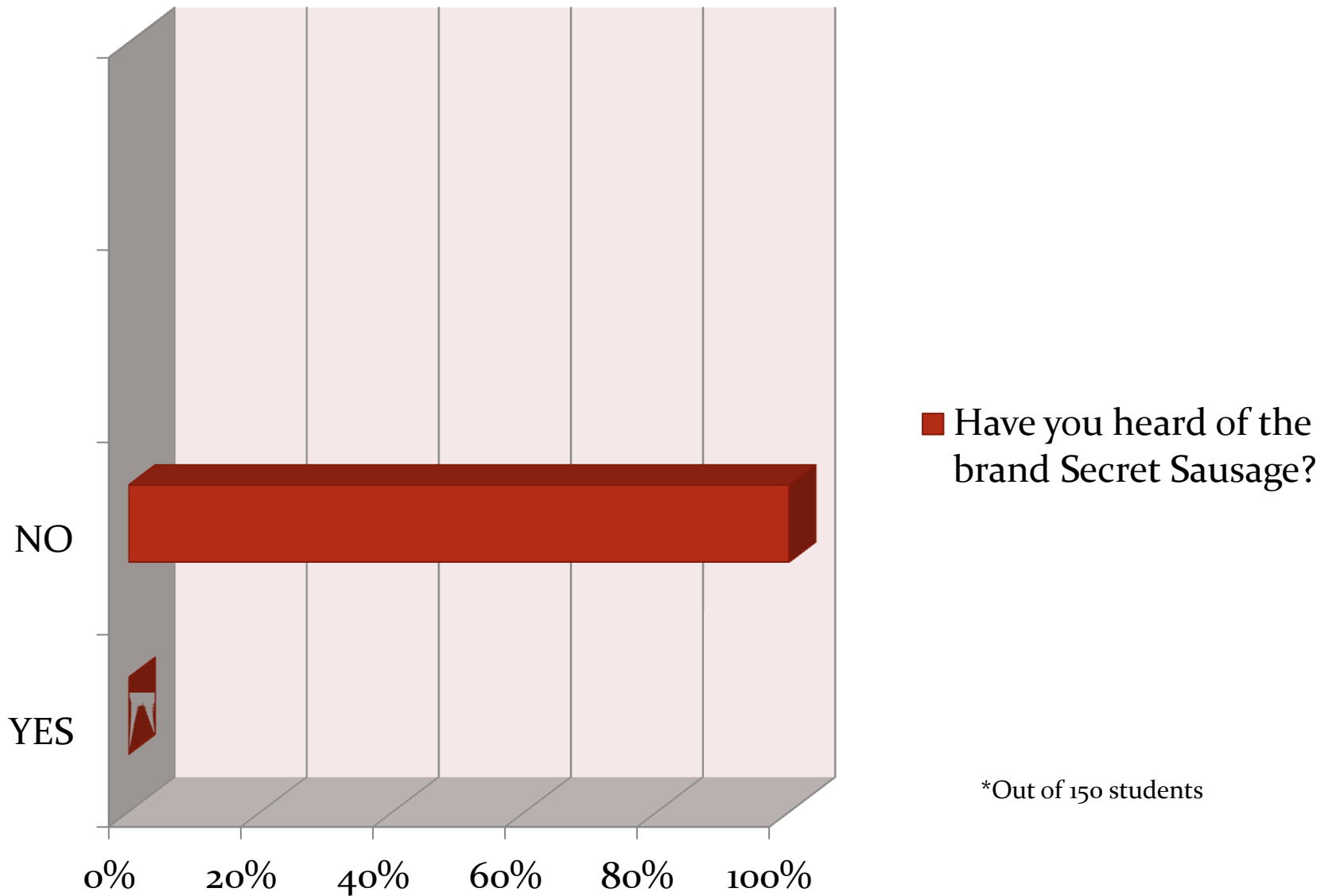
*Out of 150 students

Would you try a vegetarian sausage?



*Out of 150 students

Have you heard of the brand Secret Sausage?

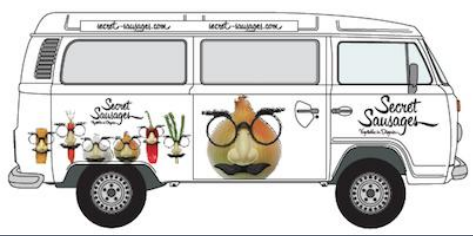


Our Proposal

We have many ideas for how to improve the awareness of Secret Sausages across the country.

These include:

- Van Tour and Commonwealth Games
- Schools
- Radio
- TV
- Pricing



Van Tour and Commonwealth Games

- We plan on keeping the Van
- We hope to take the Van to the Commonwealth Games in Glasgow
- Design stickers with QR codes to place around Glasgow



Primary and Secondary Schools

- We feel promoting healthy eating in schools is essential
- This allows us to promote the product
- Ties in with our TV proposals

Radio

- Research shows that Radio adverts are more effective than other means of advertisement
- We have created a mock Radio advert

Television

- We hope to, one day, have TV adverts.
- We have created a group of cartoon characters who get themselves into funny situations, usually involving the law and end up forming into sausages.
- We have ideas for many other adverts that all link to the cartoon vegetables and Secret Sausage

Pricing

- Quorn Sausages - £2.00 for 6 sausages
- Linda McCartney - £2.00 for 6 sausages
- Tesco Meat Free Sausages - £1.58 for 6 sausages

**Thank You For
Your Time**