

## Marketing Challenge to support Business Management

# Secret Sausages™

Vegetables in Disguise



### Background Information

#### Revolutionary new vegetarian sausages

At Secret Sausages we listened when consumers told us that 40% of consumers do not like the taste of meat substitutes; over a third think vegetarian and meat free foods are bland; third of consumers do not understand what meat-free foods are made of; that a high vegetable content is appealing to a quarter of consumers; 33% of consumers are actively choosing meat-free options for a lighter meal and for healthy variety in their diets (SOURCE: Mintel Report 2012, Attitudes towards Meat Free foods and Substitutes)

Sausages are traditionally meat, bread and seasoning or more recently meat substitute. These ingredients were put together in convenient packs called sausages and adults and kids love them still to this day. But we, at Secret Sausages, believed there was a better, healthier way. We discovered a unique vegetarian casing made from seaweed and rice and with our “food magicians” (food technologists) we set about trying to create the best, tastiest, yummiest, healthiest fresh vegetarian sausage - introducing Secret Sausages, Vegetables In Disguise! The ‘secret’ referred to in the name, is they contain no meat or meat substitute and three quarters of each one is simply fresh vegetables and rice smuggled inside a unique vegetarian casing. The rest is made up of; water to make them succulent, herbs & spices to make them tasty, and some vitamin C to keep them fresh. The brand has been designed to be fun and engaging, full of personality and clearly communicates what they are made of. The sausages have minimal, modern and eye-catching packaging, featuring different vegetables ‘in disguise’. Available in 6 different tantalizing flavours to appeal to all taste profiles from Cumberland, Chilli and

Coriander, Rosemary & Garlic, Lincolnshire, Honey Bee to Cheese & Spring Onion. Secret Sausages special vegetarian skin makes the sausages cook more like a traditional sausage than other vegetarian versions to maximise appeal to non veggie purchasers as well as vegetarians.

At Secret Sausages we are passionate about healthy eating and good nutrition. Although we don't listen to every health claim ever made, we think it's sensible to have a balanced diet, and eat as much good stuff as possible. (Although we have been known to eat the occasional sticky bun!)

We also know that people are busier than ever, and expectations for tasty food have never been higher. This is where Secret Sausages fit right in. Just look at some of the amazing facts we got from the experts at Ashwood's Testing Facility. We asked them to look at our sausages versus the leading brands of meat sausages and...here's what they found!

They have 90% less fat (< 4% fat per 100g), 35% less sodium, 50% less calories.

Furthermore, if you eat just 3 of our tasty treats - that is enough veg to count for 1 of your 5 a day.

We are currently listed in a few independent deli's and health food shops, Ocado (online retailer focussed on England and Wales) and Whole Foods Market (shop in Giffnock). Recommended selling price is £3.49- £3.99 (retail pack of 6 sausages).

All Secret Sausages are GLUTEN FREE, approved by the Vegetarian Society and Halal and Kosher "friendly"! 97% of people surveyed at Ideal Home Show claimed it was the tastiest vegetarian sausage they had ever tasted! (SOURCE: Secret Sausages Online Survey conducted 2012) We think Secret Sausages qualify as a 'Super Food' but....

### **THE BRIEF**

...we are brand new and starting our journey to make Secret Sausages a nationwide recognized brand. Imagine this is your company and the challenge is how do we make Secret Sausages a relevant and compelling healthy option for school children – both at school (on the lunch menu) and at home (on your dinner plate)? Please develop a clear marketing plan to achieve this. We would like you to consider:-

- Identify your target consumer/s and their behaviour/motivations, beliefs, needs and values? You can identify more than one target group but need to recognize any target groups in your plan.
- How should we communicate with these target consumers? Identify mediums and, where possible, bring to life how you would do this? Realistically budgets are limited as a new start up so national TV ads is not an option. Do not let that restrict you – get creative about ways you could communicate to your target consumer!
- Consider any impact on packaging and pricing.
- Identify where or how you think our sausages should be sold?
- Assess competitive and market information and trends.
- Feel free to highlight if you think there is opportunity for further innovation?



These plans should be:

- **Clear** - They should be an unambiguous statement of 'exactly' what is to be done.
- **Quantified** - The predicted outcome of each activity should be, as far as possible, quantified, so that its performance can be monitored (feel free to build in any assumptions)
- **Focused** – on activities that can realistically be controlled.
- **Realistic** – They should be achievable. The resulting plans should become a working document that will guide the campaigns taking place throughout the organization over the period of the plan. (If the marketing plan is to work, every exception to it, throughout the year, must be questioned; and the lessons learnt, to be incorporated in the next year's).

### **ANY QUESTIONS**

For more details on Secret Sausages please contact:  
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