

*Secret Sausages<sup>TM</sup>*  
*Vegetables in Disguise*

# Secret Sausages Marketing Pitch

Trinity High School, Rutherglen



# The Brief

- The brief was to come up with marketing ideas for Secret Sausages
- The target market for the challenge is children and youngsters
- As a Business and Accounting class we have come up with many ideas that we think will benefit the company and potentially will attract young customers – at a manageable cost

# The Image

Secret Sausages™  
Vegetables in Disguise

Secret Sausages already has strong branding ideas

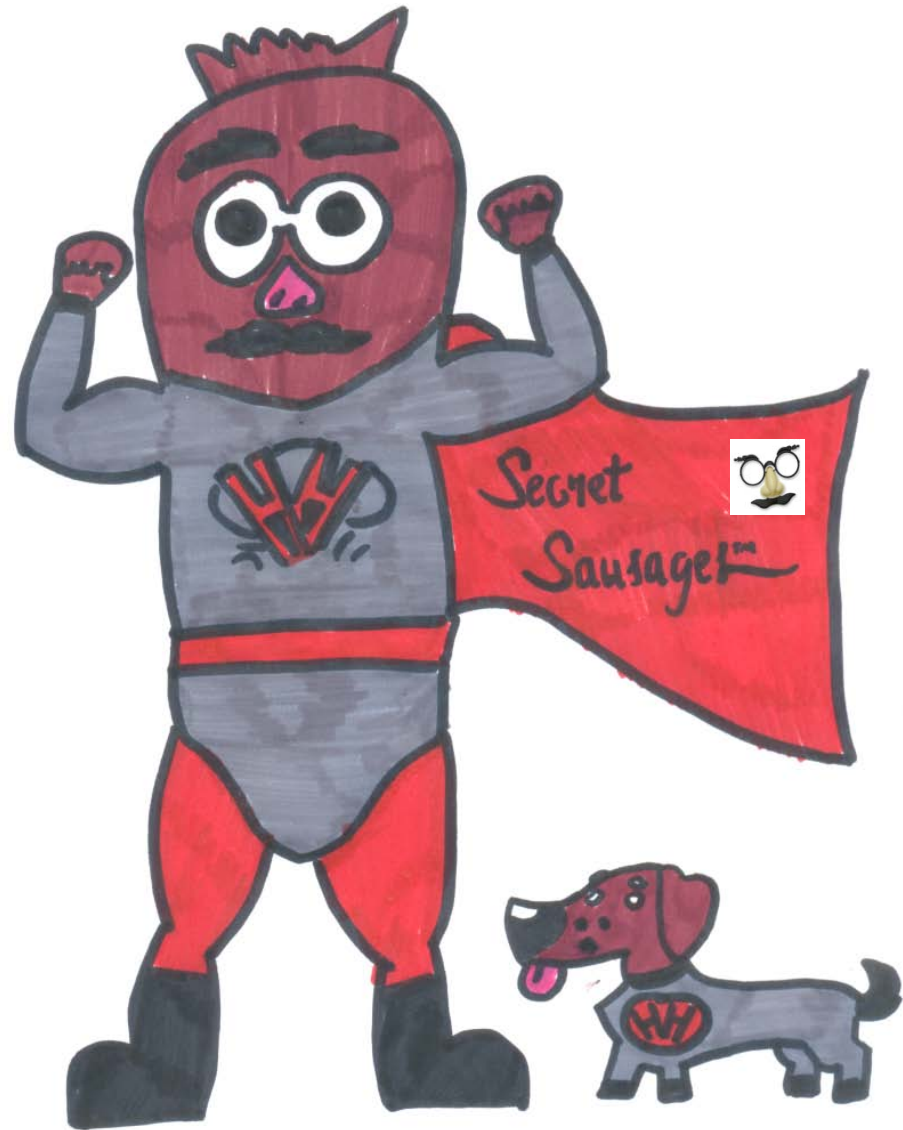
- Passion for healthy eating
- Ethical stance
- Fun image



Our addition to this fun approach is .....

Secret Sausages™  
Vegetables in Disguise

Healthy  
Hero!



Secret Sausages™  
Vegetables in Disguise

Idea for a  
suitable  
alternative  
colour scheme



# Healthy Hero's Sidekick Secret Sausage Dog

Secret Sausages™  
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# Who is Healthy Hero?

Secret Sausages™  
Vegetables in Disguise

Healthy Hero is an action character

He wears the recognisable superhero uniform of pants on the outside

BUT – Healthy Hero is a ***Sausage*** Action Character!

Healthy Hero has an important goal:

**‘To Promote Justice and Healthy Eating’**

# Back Story

**'To Promote Justice and Healthy Eating'**

**A**t the tender age of 30 Harry Radpool realises that he is overweight because of his love of all the nasty meat-filled sausages he has eaten as the main ingredient of his diet.



**W**ith the help of Secret Sausages and a healthy lifestyle Harry gets back in shape and dons the pants-covered tights and becomes Healthy Hero.

**H**e wants to show his appreciation for Secret Sausages, Vegetables in Disguise.

*Secret Sausages™*  
Vegetables in Disguise



## Promotion

Healthy Hero's aim is to raise awareness of healthy eating and to show how Secret Sausages™  
Vegetables in Disguise can fit into a healthy lifestyle

He will also fight for justice in the food world:

- Acceptance of vegetables – no discrimination, equality for all!
- Where bad practice is found, Healthy Hero highlights it and fights against it

**'To Promote Justice and Healthy Eating'**

# Getting the Message Out

Healthy Hero and his Secret Sausage Sidekick, Secret Sausage Dog, go with Robbie to places where there will be families with children:



- Carnivals
- Gala days
- Fairs

# Our Ideas

*Secret Sausages™*  
*Vegetables in Disguise*

Activities which are possible **Right Now:**

The Trusty Trio arrive at events for younger children and families:

- Be seen – create a presence
- Secret Sausages tastings
- Give out Balloons: sausage-shaped (naturally)
- Sausage-shaped leaflets with info and healthy-eating puzzles for children

# Our Ideas

Secret Sausages™  
Vegetables in Disguise

Activities which are possible **Right Now:**

Healthy Hero Internet page *for children*

- A page on Secret Sausages' existing website
- A totally safe place for children to find out more about healthy eating
- Stories and activities updated regularly



## Possible Future Developments

- Launching a Healthy Hero App Game
- Merchandising –
  - Healthy Hero toy/collectors cards
- Healthy Hero adventures –
  - a new on-line story every month
- Free Healthy Hero sticker with every pack –
  - different ones to collect
- Birthday Parties secret surprise guest
- Sponsored Runs

# Possible Future Developments

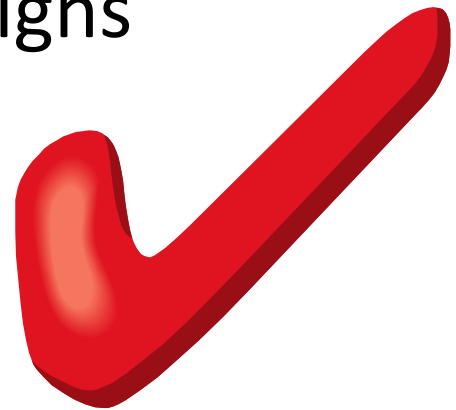
## Schools

- Get involved with Projects about Healthy Eating and class activities
- Seek inclusion in school dinners
- More Competitions –
  - design a poster
  - create a new flavour
  - design a calendar

# Future Potential

Healthy Hero could build into a national character

- Immediately recognised and loved
- Income stream from merchandising
- Vehicle for healthy eating campaigns



In conclusion ...

We hope you have been inspired to  
‘Promote Justice and Healthy Eating’

Thank you for your attention

Any Questions?