

MARKETING PLAN ASSIGNMENT

By : yy

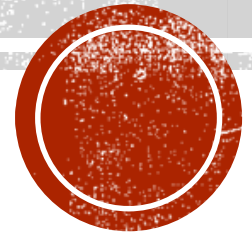


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COMPANY DESCRIPTION

Company Origin and History:

Dare Canada originated in Kitchener, Ontario, Canada which was previously known as Berlin. Charles H. Doerr started selling his favorite cookies and candies in his small grocery store, located in Kitchener, in 1892.

In 1919 a manufacturing company started expanding into baking as well as making candy facilities. When Charles H. Doerr passed away in 1941, his grandson took leadership over the company.

The name Dare was legally changed in 1945 because the business started to expand throughout Canada. In 1954, Dare introduced the “tin-tie” strip, allowing customers to reseal their bag of cookies.

This idea became widely popular and has been the standard packaging for Canada. By 1983 Dare cookies were available all-throughout Canada. This year Dare is celebrating their 125th anniversary (Dare 2014).

NEW PRODUCT LINE



Our new product is a caffeine focused cookie that adds the well known, and loved, coffee flavour to an energy providing snack.

SITUATION ANALYSIS

Competitive Forces

Direct	Indirect
Mr. Christie	Lays
Oreo	Tostitos
Chips a'hoy	Annette Donuts
Teddy Grahams	Tim Hortons
Dunkaroo's	Caffeine based brands

SITUATION ANALYSIS

Regulatory Forces

Certain regulatory forces that are needed to go through are assessments from the food and drug associations and the product needs to follow the recommended daily caffeine intake and manage the amount of caffeine in each cookie in order to not over consumer (Health Canada, 2012)

SITUATION ANALYSIS

Economic Forces

Macro and micro Economics will not have much effect on the success with this product (Vividata, 2016). When in a recession and the population has low income, it will not affect sales because the Coffee Cookies will be sold at a low price. A secondary benefit is the added caffeine which will constantly draw the consumer to this product.

SITUATION ANALYSIS

Socio-Cultural Forces

There are many cultural values, morals, attitudes and beliefs that are valued and considered when creating this product; the ones that are the most important are productivity, hardworking and seeking energy.

SITUATION ANALYSIS

Technological Forces

To stay relevant to the customers and consumers, advertising to where they will see the product is key. To make that happen, this product will be marketed through commonly used apps and websites to reach hardworking, busy customer. These apps are: Instagram, Facebook, Snapchat.

SITUATION ANALYSIS

Demographic Forces

This product is not restricted by any demographic because it will be affordable to all. Most people drink coffee on a daily basis and people of all ages consume cookies to snack on occasionally.

MARKET-PRODUCT FOCUS

Persona

Kate



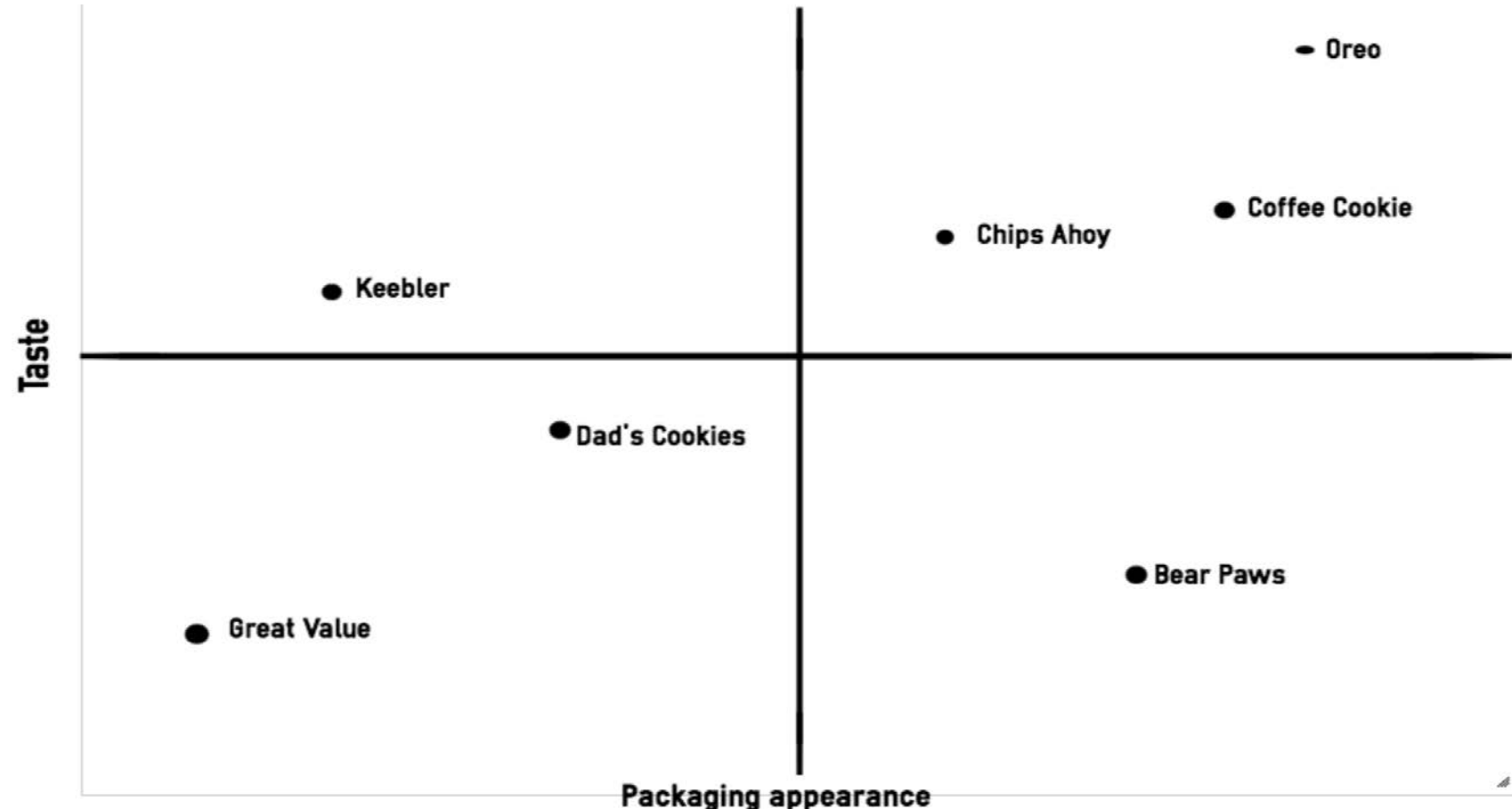
As a mother of two, Kate works as a nurse in a suburban neighbourhood not too far from the city center.

When she is not busy on her feet, keeping up with the hectic hours of her job, Kate is at home busy managing her kids/family.

Kate's husband works in construction and when they find the time they are always looking to improve their home.

MARKET-PRODUCT FOCUS

Positioning



MARKETING PROGRAM: CANADA

Product Strategy

Brand Personality:

The consumers that are the target market are reliable, loyal, mature, and family oriented, to name a few.

Brand Elements:

In order to cater to this target market, the branding is going to be clean and simple, the colours being used will be a variety of browns to emphasize the coffee aspect of the cookies and the packaging will use that resealable strip.

Competitor Analysis:

Mr. Christie Chips Ahoy brand is a key competitor. The advantages Coffee Cookies has over Chips Ahoy is that they are designed to give energy when needed rather than a sugar rush. Coffee Cookies have the caffeine aspect as well as being a flavor that is trending in recent years.

Product Concept:

To create coffee cookies that provide a boost of energy, that looks good and taste even better. This cookie is meant to be an on-the-go snack if the consumer does not have time to prepare coffee or does not have that available to them while they are out.

MARKETING PROGRAM: CANADA

Place Strategy

Retailers:

The stores we would sell this product to are corporate chain grocery stores, such as; Sobey's, Loblaws, Zehrs. Regional shopping centres are a way the product will be able to expand and be noticed quickly because there will be a large population in these areas.

Instore Strategy:

Coffee cookies will be placed in the cookie isle with other brands, the reason for this is so that it is easily located as well as customers will notice the cookies, compare them and purchase them if they are looking for something new to the market. This way Coffee Cookies will be generating sales because the people looking for cookies will already be in that area of the store.

MARKETING PROGRAM: CANADA

Promotion Strategy

IMC Objectives:

The plan to get Coffee Cookies noticed is to do in store sampling, consumer promotions and advertise online and on social media.

Target Market:

The target market for this product is married women with kids (18-30), low to middle class income, lives in the suburbs and they have busy lives.

Positioning Statement:

Coffee cookie will be a new product in the cookie/snacks category. We are going to be an affordable brand, yet still high in quality. Our caffeine additives will help us differentiate from competition by offering unique benefits.

Push or Pull Strategy:

Because this product and concept is so new, the push strategy is going to be needed. Constantly having ads and coupons available for Coffee Cookies will push the consumers to buy the product.

Competitor Analysis:

Mr. Christie	Coffee Cookies
Television ads	Social Media ads
Newspaper coupons	Focusing on areas related to the target market -Grocery shopping apps such as Flipp
Billboards	Taste testing booths

Coffee Cookies promotional strategy is different from Mr. Christie's because there will be more ads that are up to date with technology and will be able to reach the target market easier and faster. Taste testing is also a very effective way to advertise a new cookie, this way people will be able to determine if they like it with no obligation and if they do, they will continue to purchase the product.

MARKETING PROGRAM: CANADA

Price Strategy

General Pricing Approach:

Our product will likely be a follower, amongst the discount style cookie/snacks. However, we are going to enter the market with penetration by utilizing discounts and promotion to gain market share.

Pricing Objectives:

We are looking to gain a unique market share that will provide a predictive, routine and loyal consumer base due to our unique benefits. By staying in line with competitor's prices, our packings, promotions and product differentiation will be the controlling factors.

CANADIAN SALES FORECAST & MARKETING BUDGET

There is a forecasted \$4 Million in revenue for our new product in its first year

The Marketing Communications budget for Year 1 will be \$1 Million, allocated as such:

Marketing Activities	Budget
Online commercial production	\$300,000
Running online commercial	\$150,000
Social media ads (pay-per-click)	\$150,000
Coupons (email/social media)	\$125,000
In-store brand ambassadors (sampling)	\$125,000
Direct mailers for specific demographics	\$100,000
Kids sport tournament sponsor	\$50,000
Marketing Communications Budget – Year One	\$1,000,000

CANADIAN SALES FORECAST & MARKETING BUDGET

- Primarily we are looking to reach our target market, make sure our product is noticed. Therefore, we will be investing enough into social media and ad campaigns to maximized our reach.
- Secondly, we need to offer initial discounts and incentives to ensure people try the product. Our coupons, mailers and brand ambassadors will increase the likelihood of potential customers sampling the product.
- Lastly, we want to sponsor events to create a sense of involvement in the suburban communities we are targeting.

IMPLEMENTATION PLAN: CANADA

Date	Responsible	Action
January	Advertising Agency	Begin production on commercial
February	Market Research Manager	Begin research on key areas for sampling, mailers and sponsoring
March	Advertising Agency/Graphic Designer	Create design for coupons/ mailers and online click ads
April	Brand Manager	Contact sports facilitators about tournament sponsoring

IMPLEMENTATION PLAN: CANADA

Date	Responsible	Action
May	Advertising Manager	Begin running online commercial
June	Brand Manager	Organize for brand ambassadors to begin sampling in key areas
July		
August		
September	Advertising Manager	Release online coupons, mailers and click ads
October		
November	Market Research Manager	Evaluate response from promotional activities and prepare reports
December		

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