

EXECUTIVE SUMMARY

This report contains the integrated marketing communication (IMC) plan for La Petite Poire's Organic Mango Habanero Hot Sauce. This product contains 100% organic ingredients and comes in a mason jar, which consumers can re-use or recycle. Organic is what differentiates this product from competitors, and therefore the benefits of organic products will be the focus of our IMC plan.

Branding and Target Segments

We chose the brand name La Petite Poire (French for The Little Pear) because we believe it has an elegant (but cute) sound, which will appeal to our target segment of affluent, educated women who are between the ages of 35 and 55. This name also relates to our IMC, as our advertisements will feature ingredients (such as mangoes or habanero peppers) and their "stories"; each ingredient featured in our ads will have its own personality and anecdote to share. We hope that our brand's "personality" can be captured in the Pear brand: clean, fresh, sweet, and delicious.

As well as targeting our Modern Mothers segment, as described above, there are two other segments that we will market our product to. One is Heavenly Husbands which are men between the ages of 35 and 55 with an average annual income of \$150,000 or more and who live in Calgary's higher-end communities. The third segment is called Sweet and Sophisticated and is comprised of women aged 25 to 35 who are active, health conscious, and well educated. These segments see the value in organic products and we believe that they will appreciate the taste and versatility of La Petite Poire.

Competitive Analysis

Our product will compete in a very fragmented market which has a wide variety of product offerings (Euromonitor, 2010). These products include different types of condiments, as well as pickles, cooking sauces, and salsas (ibid). Because it is such a broad product category, it is difficult for products within it to capture wide market share. However, the top five companies competing in this market account for 50% of products sold in this category, which will no doubt pose a considerable threat to new entrants (ibid). We hope that our product's unique combination of flavors and organic certification will help distinguish it from competitors and help gain share in this large segment of the market.

Pricing and Distribution

A skimming pricing strategy will be used for our Mango Habanero Hot Sauce. Because organic ingredients are typically more expensive than non-organic ones, our product will already be higher priced than many others in the category. As well, we want consumers to view our product as high quality and more exclusive than other brands. For these reasons, we have set a Manufacturer Suggested Retail Price (MSRP) of \$10.54 per 250 ml jar. We are planning to place our product in high-end specialty stores as well, where the prices of products tend to run higher. This way our product will not seem out of place or overpriced. These stores are also in areas where our target segments will likely shop. The four Calgary stores we are planning to distribute to are The Cookbook Company (downtown), Red Tree Catering (Marda Loop), Sunnyside Natural Market

(Kensington), and The Cross Roads Farmers' Market (Southeast). In the future, we would like to expand our distribution to include other organic or health stores, as well as high-end chains such as Williams-Sonoma.

Integrated Marketing Communications Plan

In order to achieve our objectives of increasing brand awareness and trial, and eventually gaining market share, we plan to use a pull-strategy, which involves marketing directly to consumers. We will accomplish this by using point-of-purchase displays, print advertisements which are to be featured in three Calgary area publications (Avenue, Impact, and City Palate), and by buying a booth at both of the 2011 Calgary Woman's Shows (which occur at the end of April and mid October). As mentioned above, the print ads will contain photographs of ingredients with copy that contains the story of each "character." The Calgary Woman's Show will give us the opportunity to interact with consumers in two of our target demographics and allow for us to provide samples. We are also planning to launch a website which will feature our products, recipe ideas, as well as sections dedicated to explaining the benefits of organic products and recycling packaging.

Conclusion

We hope that by providing a differentiated product and by promoting it to a targeted segment, we can increase brand awareness, brand equity, and gain market share. We want consumers to see the qualities that our product has to offer and for them to prefer it over others. It is our hope that La Petite Poire will become synonymous with quality, freshness, and healthy choices and that it will become a dinner time favorite in many households.