

Marketing a new snack flashcard



**ASSIGN
BUSTER**

Come on and have a patty of fun with “ Trini Natural Organic Bhagi”, N. A. S. Company brand new patty creation! Treat yourself to our Trini bhagi patty. It is unique, with an unspeakable taste; delicious, crunchy and a crust filled with the best bhagi that is fulfilling to both adults and kids with granma’s love.

This 14×7 cm patty is fully loaded with the vitamins and minerals your children need to get through the day. Adults can join in on the fun too! It has natural corn flour from the local “ mills”. It is baked not fried and is individually packaged in such a way to allow customers the choice of either microwaving or oven baking the patty. It has its unique flavour which is unbeatable anywhere. This natural organic patty is very cost efficient, to suit the lower, middle and upper income earners.

Language codes to be used would be appropriate, effective and delivered in an understandable manner to members as well as prospective customers. Register to be used would be casual, taking into consideration the size of the audience, age group and the levels of education. The audience should be seated in order to be able to capitalise on their attention and thus allowing them the ability to conceptualise the purpose and moreover the main idea behind the product. Our research indicates that two ounces is the consumer-preferred snack size for kids and adults on-the-go. Trini Bhagi patties would soon be considered the number one selling item in the fresh-cut vegetable category. Retailers can maximize profits by investing in this excitingly new product. The visual presentation of the product includes the packaging of the labels as well as live ads.

Special colours such as pink, blue and yellow with a green would be used on the label of the package in order to attract both adults and kids with its bright colours. As a result, since it is more like a kid's snack one came up with that suggestion. Each patty within the bundle, features animated packaging design, with jokes and trivia to keep kids entertained. The product is ideal for school lunches. A market research was done and has received a great response from other market segments as well. Many of our foodservice customers are excited about this new snack we are offering.

The product is ideal for the lunch box or takeouts often offered by resorts, cafeteria-style. The medium to be used for presenting the advertisement would be televisions, posters by shops, radio and also sampling. With regards to sampling, there would be team members going to various schools and Supermarkets around the country to allow persons the opportunity of tasting the product. Also, when taking the samples, some persons would randomly receive coupons entitling them to a second patty free on their first purchase.