



Maussane

100% pure  
extra virgin *olive oil*



# Marketing Strategy

## Demographics

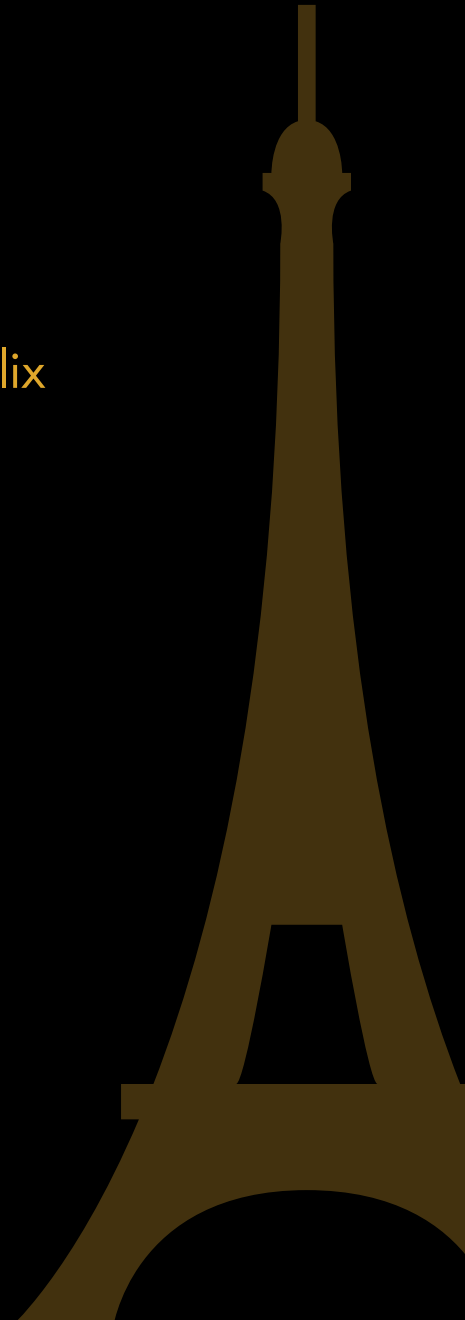
- Maussane is a high end olive oil so the upper middle-upper class demographic or those with experienced palates for high end olive oil.

## Informing Buyers

- To help the uninformed buyer understand the difference in taste that Maussane provides, taste tests involving a comparison of generic brand and Maussane brand oil or a must.
- Olive oil buyers can also be very habitual and according to the research will buy the same olive oil they bought in the past. When pressed as to why they purchase that particular brand many people simply say it's because they have bought it before.

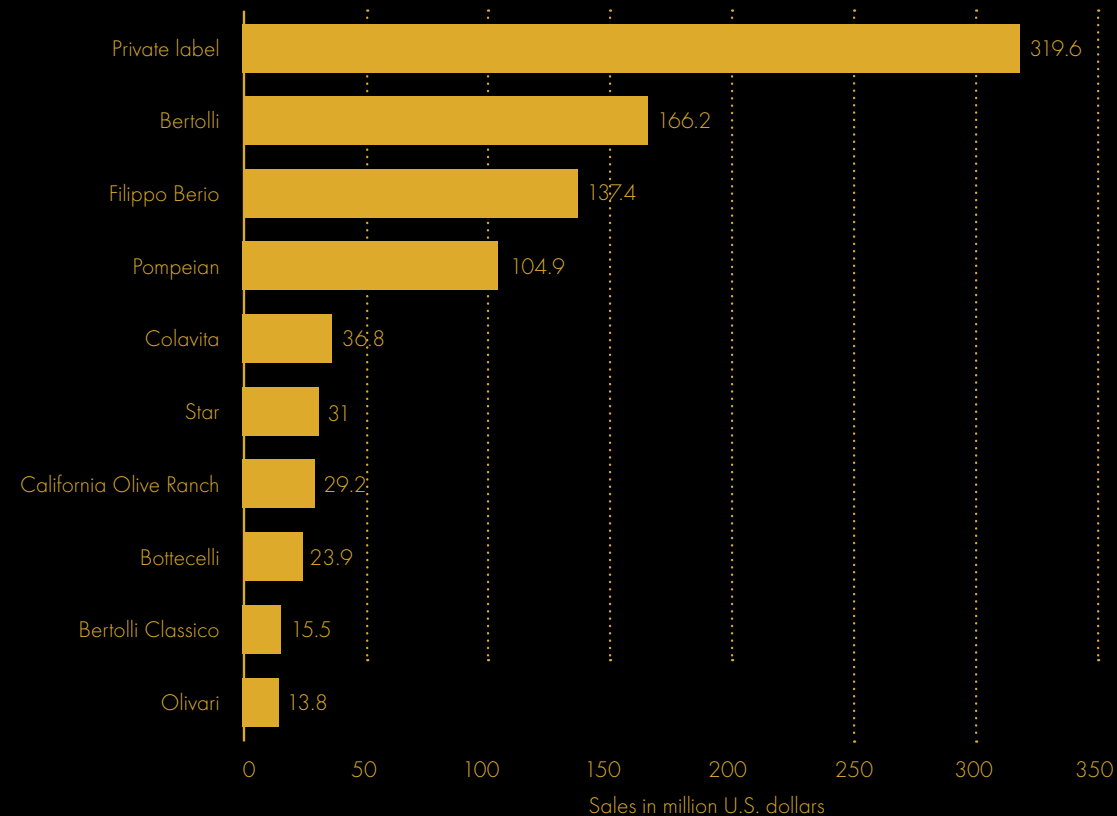
## Selling Strategy

- Maussane is a finer produced product and to convey the level of quality we put into each bottle we have set the price to \$40.00 per bottle. This higher price will show customers that they are purchasing a truly refined product. Crafted with the highest quality.
- Due to the increased price, Maussane lends itself to a higher status of location such as Whole Foods, Publix or olive oil specific shoppes.



## Research Methods

- Research was conducted through searching online stores of statistical data as well as on site observation and interviews.
- During the research process I would approach customers and ask them what sort of Olive Oil they may recommend and why: along with what type of olive oil they personally use and what lead them to purchase that olive oil over others.
- Competitor research was conducted through viewing in store and online as well.



United States olive oil sales by brand in 2015

## Findings

- Many people were unaware of what the different types meant and would look for keywords (100% pure or extra virgin).
- Those that bought extra virgin would look at the ingredients list to ensure only olive oil was listed.
- Brand loyalty was universal.
- Often people expressed that they buy the cheapest.

Which type of oils people use, personal poll data

Off Brand	Bertolli	Non-olive Oil
46%	30%	24%



# Packaging & Display

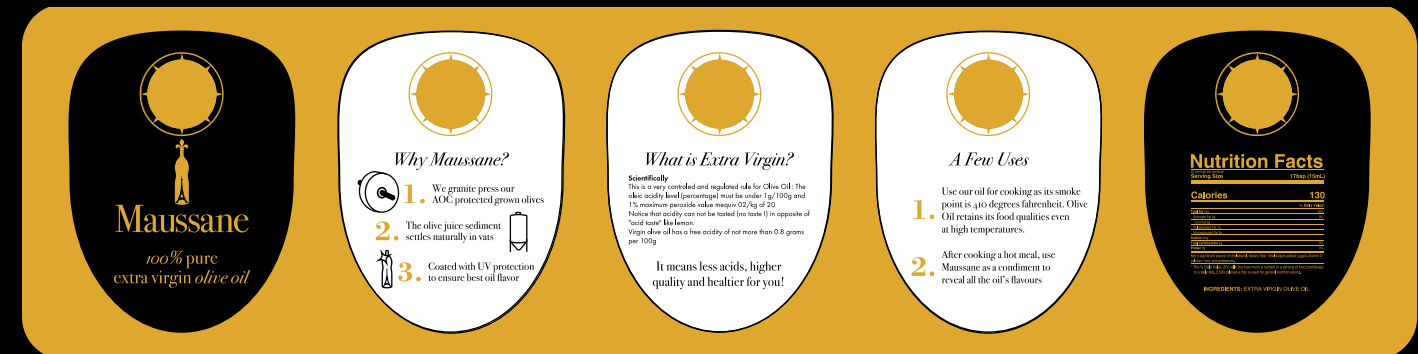
## Bottle

- The Maussane Olive Oil is proud of our olive oil, but also its French source. Inevitably when people think of France the Eiffel tower comes to mind similar to how the Statue of Liberty stands for the United States. We decided to capitalize on this by providing customers with a world recognizable French icon, so there is no mistaking Maussane's country of origin.
- Our bottles are also UV treated to protect our high quality oil from harmful light rays that can taint the flavor

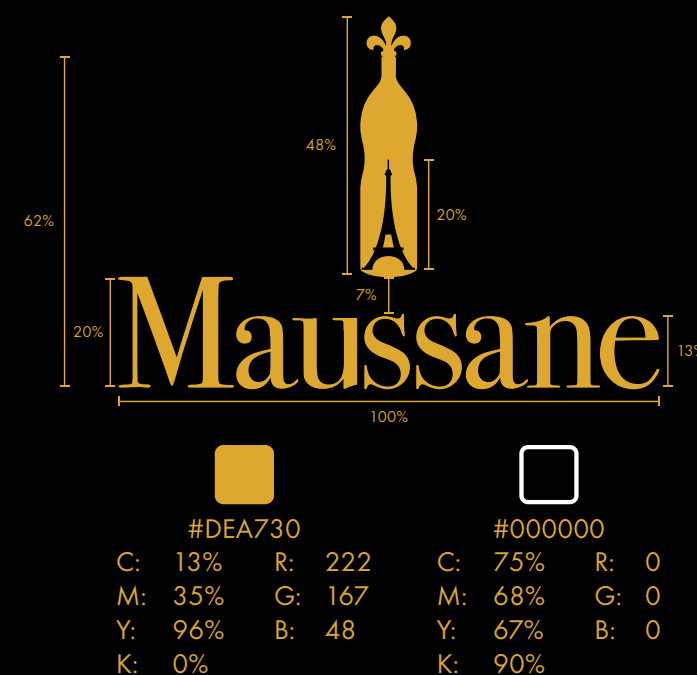
## Stopper

- In a similar vein, the French Fleur-de-lis is a recognizable French icon which helps to further promote the proud French manufacturing.
- Also, the glass stopper Fleur-de-lis top can be unscrewed to give customers access to a smaller pour spout to allow for more control when only fine amounts of oil are needed. This ensures that our customers don't have to transition our oil to another bottle and can enjoy Maussane quality oil in a Maussane quality bottle.

## Tag with Info



## Logo





## On the Shelves

