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Introduction

As part of a class project for UW-Madison *Systems Thinking and Sustainable Businesses* course we were asked as a group to create a marketing plan for Artamos Meats, a local organic deli and meat market. The goal was to create a marketing plan that would reflect the owner's dedication to biodiversity and sustainable enterprise while continuing to emphasize their products superior quality and taste.

Client Background

Artamos Meats is a young company founded and owned by Jason Kreutzer and Eric Roenning. Kreutzer and Roenning both graduated from the University of Wisconsin-Stevens Point with degrees in Biology and Wildlife Management. Artamos Meats features an extensive line of specialty meats that include organic beef, pork and poultry and is the only store of its nature in the Madison area. All of the organic meats are free-range and raised without hormones, antibiotics or steroids. Artamos Meats also carry the highest quality names such as Boar's Head and Neuskes. In addition to their retail meats they also feature an impressive selection of deli sandwiches and side salads.

Clients Needs

The owner's backgrounds are reflected through their belief that every community should have a market that carries a full line of organic and natural meat products. Marketing to a distinctive but potentially large consumer base, Artamos Meats is looking to maximize a limited budget in order to effectively advertise the environmental and health benefits of their products. They also feel that an important part of the marketing strategy should be to focus on the products superior taste.

Challenges and opportunities

With their needs and concerns in mind Team Meat spent the semester researching and troubleshooting potential difficulties and opportunities of a specialty market such as Artamos Meats. Particular interest was paid to the uniqueness of the Madison community. The team considered various methods that would be most effective and efficient to incorporate and present our findings. Valuable information was gathered from surveys of potential customers. The team also spent time discussing marketing strategies with other businesses that have succeeded in marketing environmental, personal and social benefits of green products. In addition we gathered price quotes and opportunities where Artamos Meats can advertise and/or network in order to promote their business with others in the area that reflect similar business ideals.

Clients Goals

The client expressed two distinct goals they would like to accomplish through their marketing campaign. Their first goal was to retain existing customers. The quality of the organic products in the store will no doubt leave a lasting impression on each of the customers, but sometimes they need an added push to make future purchase outside of holidays and special events. The second goal is to increase their customer base.

Artamos Meats needs to continue to increase their customer base in order for them to be a sustainable business and continue to provide Madison with an alternative choice for Meat.

Format

This marketing report focuses on the when, who and how to best advertise for Artamos Meats. Included are our findings on the changing market size, customer willingness to pay various prices, and different market appeal factors throughout the year. In addition, there is a section on increasing customer base. A detailed yearlong calendar with marketing strategies specific to important dates can be found in the appendix. Also found in the appendix are sample flyers, sample advertising, price quotes, and a contact list with opportunities for networking.

Reaching Existing Customers

Upon its formation, Artamos Meats had a well-written story published in the *Isthmus* that formed an initial clientele. Now after a period of service to the community, perhaps it is time once again for the organic supplier to secure some free publicity. By positioning themselves as an expert in the supply of organic products, perhaps the Artamos Meats staff could answer any questions the media would have on the benefits of organic food both for consumers and the environment. By linking the staff to knowledge about the industry, they position themselves as a leader. Currently the store is the only one in Madison to offer a full-service meat and deli with a full line of fresh organic meat. This should be used as a marketing tool in itself.

Artamos Meats expressed a desire to reach out to their current customers and entice them back into the store. The quality of the organic products in the store will no doubt leave a lasting impression on each of the customers, but sometimes they need an added push to encourage future purchase outside of holidays and special events. Arguably, the most effective incentive is a sale. Initially, the client suggested compiling an email database to advertise in store sales and an end of the month inventory reduction promotion. While email is certainly an inexpensive way to get the word out to current customers, its effectiveness is widely debated in the marketing industry. We would suggest that the customers be given the option of signing up for on an email list or a traditional mailing list.

Email campaign

The success of email marketing comes down to the open rate, the percentage of emails that are opened and read rather than deleted as spam. In a recent marketing survey 35% of respondents cited the subject line as the determining factor when deciding whether an email was opened or not. The subject line is the only thing the reader sees besides the senders name in their inbox, therefore the subject lines is extremely important when distributing an email. The next key to an email campaign is the customer remembering the email they read when they are out shopping. To do this we recommend

attaching coupons to the email that the customer can print and have as a physical reminder of the sale.

Mail campaign

We feel that the client would be more successful compiling the home addresses of customers and using this as a marketing avenue for several reasons. First it is relatively simple. Recipients are more likely to open an envelope specifically addressed to them than an email. Upon opening the envelope, the customer will possess a tangible flyer that when left lying on the kitchen table will provide a constant reminder to the sale going on at Artamos Meats. A customer is more likely to be reminded by the flyer than to remember an email they read a couple days ago. While the cost of postage, printing flyers and time compiling the mailing would be greater than that of an email campaign, research suggests that the differential would more than be made up by increased store sales.

Expanding Markets

In addition to preserving their existing customer base, there is also a constant struggle to increase the overall clientele. In the calendar described above, we have advocated the creation of a spring push in which the owners of Artamos themselves stage a Brat Fry at their store. This event could greatly increase sales and provide an event that compels customers to return all summer long for all their meat needs.

Brat Fry

This event provides several key features for the Artamos business. First, the Artamos location is perfect for such an event. Located on the corner of Whitney Way and Odana Road on the West side of Madison, their location is often passed by hungry shoppers traveling to surrounding businesses. The smell of cooking burgers and brats has often lured a hungry shopper for a much needed lunch break. Upon arriving at the site, they would encounter more than just a delicious meal, but a new alternative to their current grocers limited, low quality meat selection. They would be introduced to quality organic meat and have the option of looking over the brochures and pamphlets located nearby on the organic meat market and the benefits of going organic.

The client continued emphasized a key phrase. “If customers get to the store, buy a piece of meat and cook it correctly, they will be hooked.” The quality of the organic meat is unmistakable. By providing customers with the opportunity to taste a quality cut piece of meat that is cooked correctly, they then have the opportunity to make another purchase immediately. Perhaps the event could even evolve enough for customers to pick their own cut and have the owners cook it demonstrating the correct style right in front of them. The spring push would increase foot traffic to the store and give customers the opportunity to taste the difference for themselves.

Catering

Catering is recommendation that we offer Artamos Meats as an untraditional path, but one that could yield excellent rewards for the company in the future. Dane county has an ever-increasing presence of sustainable companies, groups, and retail outlets that often sponsor company picnics and social events in which food is prepared. By supplying these clients with quality organic meats and side dishes, the client could increase their customer base. It would be important for Artamos Meats to market that these groups can carry their sustainable vision all the way to their company picnic.

Environmentally conscience groups within the university, such as Net Impact and BASE, are prime targets for such a marketing campaign. These groups already have a mindset towards sustainability and would more readily jump on the opportunity to offer organic meat at their brat fry. Not only would they be supporting a local business featuring local products, but they would be applying the principles of the foundation of their organization as well as getting a quality product.

Similarly, many local companies, which advertise sustainability and green thinking, have company picnics once a year as catered events. By advertising the catering services specifically to these companies, Artamos would have the potential to greatly enhance their business. Not only would they have the opportunity to secure company picnics, but also the picnic itself serves as advertising for the retail store through the company employees. Quality food at the picnic could mean increased revenue at the cash register.

Conclusion

Through our research Team Meat discovered that the key deciding variable when someone purchases meat is the price. We know that Artamos Meats cannot compete on cost with other grocers providing non-organic meat. Therefore, the key to the marketing campaign should be to convince the consumer why it is worth the additional cost to purchase organic meat. This will allow the client to compete with other grocers on a facet besides cost.

Money is a resource just like any other that should be conserved. We feel that for Artamos Meats to be the most effective and efficient in their marketing campaign they should focus on key the times of the year noted in the Meat Calendar. These are the times of the year when the consumer will be more willing to pay a little extra to receive a high quality meat. We then believe that after they have tasted the difference they will see the value of organic meat and become repeat customers at Artamos Meats.

Appendices

Area Contacts

Art

Renew Art Gallery
1200 block of East Johnson St.

Madison Area Independent Booksellers
Association
608.257.7888
www.sustaindane.org/main/maiba.htm

Banking

Home Savings Bank
-Downtown- S Carroll St, Madison,
53703 - (608) 282-6000
-Northeast- 438 Northport Dr, Madison,
53704 - (608) 282-6000
-East- 226 Corporate Dr, Madison,
53714 - (608) 282-6000

Coffee

Fair Trade Coffee House
418 State St., Madison, WI 53703
608-268-0477.

2 Degrees Coffeeshop
307 Johnson St.

Bicycles

Budget Bicycle Center
608.251.1663 | 930 Regent St.

Mother Fools Coffeehouse
1101 Williamson St., Madison, WI
Gifts

Williamson Bicycle Works & Fitness
608.255.5292 | 640 W. Washington Ave

SERRV International Gift Shop
122 State St.

Yellow Jersey
608.257.4737 | 419 State St.

Global Express
608.255.5506 | 646 West Washington
Ave.

Books

Avol's Bookstore
315 W. Gorham Street, Madison, WI
53703
608-255-4730

Wisconsinmade.com
608.833.3462
wisconsinmade.com

Canterbury Inn
315 W. Gorham at St. Street, Madison,
WI 53703
phone- 608-258-8899, fax- 608-283-
2541

Food and Grocery

Jenifer Street Market
608.244.6646 | 2038 Jenifer St.

Room of One's Own Feminist Bookstore
and Coffeehouse
307 W Johnson St, Madison, 53703 -
(608) 257-7888

Madison Area Community Supported
Agriculture Coalition
608.226.0300
www.macsac.org

Magic Mill Natural Foods Market
608.238.2630 | 2862 University Avenue

Mifflin Street Co-op
608.251.5899 | 32 N. Basset St.
www.mifflincoop.com

Nature's Bakery Cooperative
608.257-3649 | 1019 Williamson,
Madison, WI 53703

Whole Foods Market
608.233.9566 | 3313 University Ave.
www.wholefoods.com

Willy Street Co-op
608.251.6776 | 1221 Williamson St.
www.willystreet.coop

Restaurants

Madison Originals
www.madisonoriginals.com
A full list of locally-owned, independent
Madison restaurants.

Retail

Aura Vintage LLC
608-250-5009 | 449E State St.

Hempden Goods
608.287.0410 | 917 Williamson St.
www.hempengoods.com

Satara, Inc. (Home Products)
608.251.4905 | 216 N. Henry St.

Services

Cascade Asset Management
608.271.6181 | 1009 Jonathon Dr.
www.cascade-assets.com |
info@cascade-assets.com

Community Pharmacy
608.251.3242 | 341 State St.

Transportation

Community Car
608.204.0000
www.communitycar.org

Badger Cab
Phone: (608) 256-5566
Fax: (608) 256-2737
E-mail: service@badgercab.com

Meat Calendar

MARKETING STRATEGY: MAJOR SALES EVENTS

In order to help the client best focus their advertising efforts, we identified the major meat sales events throughout the year. For each of these events, we provide recommendations for effective marketing strategies. These recommendations go above and beyond the weekly church bulletin and local newspaper ads that Artamos has already placed. We anticipate that Artamos will continue with previous advertising efforts and use these specific events as focal points for increased outreach efforts.

EASTER

Easter is an excellent time to sell high quality meat and poultry. It is a tradition to serve ham at this holiday so many people will be planning to make purchases. Customers

purchasing meats for Easter dinner will likely be cooking for several guests and may be willing to spend extra money for a higher quality product. Easter is an excellent time to expand the regular customer base by attracting people looking for a bit of luxury for the holiday meal.

Strategy

Advertising efforts should focus on quality and taste. People want to have an excellent meal, but they also want to impress their visiting relatives. Artamos already has yearlong contracts with several church bulletins, but in the weeks before Easter it would be wise to expand this effort and reach more potential customers. We recommend that bulletin ads be placed in churches on the west of Madison (near the Artamos store) as well as in large churches downtown and in the wealthier suburbs. A directory of churches in Madison can be found on www.madisonclick.com by following the link to “Churches” in the “Religion and Culture” category.

Strategy

- Focus on the quality and taste of organic meats
 - Present organic meat as an “affordable luxury” perfect for entertaining guests
- Increased advertising in church bulletins around Madison

MEMORIAL DAY & THE SUMMER GRILLING SEASON

Memorial Day is the kickoff to the grilling season, a great time for meat vendors. This is a big weekend for family gatherings and large cookouts and so hamburger and bratwurst sales should be high. Many people will continue grilling throughout the summer and will need source of meat. For Artamos, it is key to capture this active market. It is very important that Artamos becomes known as a great place to purchase meat for summer cookouts. We recommend that the weeks before Memorial Day should be a major push for sales, culminating in an outdoor grilling event in the store parking lot.

Strategy

In our meetings with Jason and Eric, they expressed their confidence that once a customer tastes organic meat, that customer will continue to purchase it. We envision the grilling event as a way to attract people to the store, possibly for free samples of various meats, and to get them hooked on organics. To advertise the grilling event, we recommend placing print ads in the Isthmus and UW student newspapers as well as radio advertisements on NPR or a popular local station. Actual festivities should be clearly visible from the street to attract passersby. This event could be held on a weekend day two weeks before the holiday.

A successful marketing strategy for Artamos might be to create the image of a “one stop cookout spot” where customers can purchase not only meat, but also side dishes like potato salad, condiments, beverages and charcoal. If Artamos has all the necessary cookout components available at one place, customers may be less inclined to go to a large grocery store for convenience. The summer grilling season is a good way for Artamos to bring mainstream customers into a specialty market.

Strategy

- Special “Brat Fry” grilling event
- Major advertising push aimed at general public: print, radio, television
- Present Artamos Meats as a “one stop cookout spot” by offering all components for a cookout (side dishes, condiments, charcoal, etc.)

FOURTH OF JULY

This holiday is an excellent time to attract potential customers that might have missed the Memorial Day sales push. The Fourth of July is another traditional family cookout day, so meats for the grill will be in high demand.

Strategy

As was the case with Memorial Day, we recommend increased advertising in the weeks preceding the holiday. Print ads in church bulletins and the Isthmus should focus specifically on the Fourth of July, promoting taste and quality with a patriotic theme. If resources are available, Artamos might have another outdoor grilling event in their parking lot. This holiday falls in the middle of the summer grilling season and is a good opportunity to encourage and reinforce customer loyalty.

Strategy

- Advertise to the general public: print, radio, television
- Outdoor grilling event to attract new customers
- Promoting taste and quality with a patriotic theme

LABOR DAY & TAILGATING SEASON

Labor day is end of summer, but that does not mean people will stop grilling. Not only is this a big cookout weekend, it also coincides with the beginning of tailgating season. As Madison is home to a large university, there is great opportunity for Artamos to sell meat during the tailgating season, September through January.

Strategy

Increased advertising efforts in the weeks preceding Labor Day should take full advantage of the onset of football season. Print ads in The Daily Cardinal and Badger Herald, the student newspapers at UW Madison, are an excellent opportunity to reach students and faculty. Another way to reach this market is to distribute flyers at games and post information in public places around the university campus. Artamos would definitely benefit from reaching out to the students and faculty at UW Madison during football season.

Offering a discounted price for people who bring in an Artamos advertisement would encourage students to travel to the store. Another option would be to create a tailgating package: meat, buns and beer for a special price. Offering a game day discount to ticket holders would also encourage tailgaters to make their meat purchases at Artamos. Our survey of UW Madison students indicated that cost is a major factor in determining meat-purchasing habits, so a discounted price would be well received.

Strategy

- Advertise in UW Madison newspapers and on campus to attract students and faculty
 - Distribute flyers at games and post information on campus
 - Link Artamos Meats to Badger football and the tailgating culture by offering a “tailgating package” of meat, buns and beer for a special price
- Survey results indicated that cost is a major purchasing factor for students

THANKSGIVING

Like Easter, this is a holiday with a carnivorous tradition. Artamos should definitely take advantage of the turkey tradition and emphasize sales of organic turkeys. Turkey is not currently listed as a regular sale item on the Artamos website, but specially ordering organic turkeys at Thanksgiving would likely create a lot of revenue.

Strategy

At Thanksgiving, many families have dinner guests and thus may be willing to spend more money for a higher quality product. Artamos should advertise the taste and quality of organic turkey, showing it as an affordable luxury that will please and impress consumers.

We recommend that Artamos begin in-store advertisements in late October, offering the opportunity to reserve a turkey for Thanksgiving. Artamos might offer a Thanksgiving special, adding a combination of side dishes for a special price. In the weeks before the holiday, print ads in local newspapers should focus on attracting a general audience as turkey consumers may come from demographics that are not normally selecting organic meat.

Strategy

- Start in-store promotions early, offering pre-ordered turkeys with a small discount (aimed at loyal customers)
- Advertise to the general public, emphasizing taste and quality

Consider a “Thanksgiving special,” adding a combination of side dishes for a special price.

CHRISTMAS & NEW YEARS

In the weeks leading up to Christmas and New Years Eve, there seems to be an increased amount of hosted gatherings and office parties. These gatherings, in addition to Christmas dinner, make December an excellent month for potential meat sales.

Strategy

Again, the quality and taste of organic meats will entice customers looking for a special holiday meal. We recommend that Artamos place ads in a wide variety of church bulletins in the early part of December (see Easter section for more information). The general public should be target as well, through print ads in local newspapers and on local radio stations. It may be possible for Artamos to present meat as a gift item, perhaps offering packages of particularly nice steaks at a holiday price. The holiday season has the potential to be a very high volume sales period.

Strategy

- Advertising focus on taste and quality, organic meat as a luxury item
- Increased advertisements in church bulletins
- Target general audience as well, through print and radio
- Sell gift certificates and specially packaged meats for use as Christmas presents

Sample Print Advertisement & Budgetary Pricing



The advertisement is enclosed in a black rectangular border. At the top left is a line drawing of a cow's head. To its right, the word "Artamos" is written in a large, red, serif font. Below "Artamos" is the text "specialty meats & deli" in a bold, black, sans-serif font. Underneath that is the slogan "You are what you eat, ate." in a smaller, black, sans-serif font. In the center, the text "Quality Organic Meats" is written in a bold, black, sans-serif font. Below this are three bullet points: "•BEEF", "•PORK", and "•POULTRY". To the left of these bullet points is a simple line drawing of a barn with a chimney. Inside the barn, the text "Since 2004" is written. Below the barn drawing is the address "714 S. Whitney Way". At the bottom of the advertisement, the phone number "442-5929" is written in a large, black, serif font.

Food Network: 30-second rates covering Dane County (about 120,000 subscribing households) will average about \$50 per play. This can go up or down depending on the time of day or specific program requested.

Isthmus Newspaper Food and Drink Section: The smallest ad offered is a 1/24 ad which could run between \$115-\$210; a 1/12 ad runs between \$195-\$295; a 1/6 ad runs between \$370-\$580. All rates are on a per week basis. Other, larger sizes are available, but those are the most common sizes in that section.

Sample Flyer