



Longhini Brand Strategy

OCTOBER 2020

Brand Opportunity

BUSINESS OBJECTIVE: Market share leader with the highest quality sausage in Connecticut and beyond

BRAND OBJECTIVE: develop core voice and creative to spin out among key marketing initiatives.



The Category:

- 7% sales growth (Nielsen xAOC reports) driven by top brands: Premio, Johnsonville, Private Label
 - Outliers were smaller brands that saw comparatively huge growth which overall doesn't compare to the rest of the category (Davio's, Teresa, Esposito's)
 - Price-driven, ubiquitous
 - Positive consumer purchasing projections aligned with low cost options
- Meat moves online:
 - 51.3% volume growth for the first week of May
 - YTD (May 3): \$ increase 23.3%
- Most sausage brands are retailer-focused, digital marketing and ecommerce is not a priority for many brands

Longhini
Since 1950



Audience



Target

Older Millennials (30+) with families

Boomers: grilling dad, cooking mom

Why they buy sausage

Something to grill up

With a recipe in mind

Easy meals and preparation

For comfort food: because of lifestyle, economic factors, or stressors due to COVID – comfort food is on trend

Versatility: I can cook it now, I can freeze it, I can adapt to many different recipes...

Why they buy Longhini

Quality

I'm a traditionalist, and I like classic recipes

Sausage is a basic staple and that's exactly what I want – not trends

I trust it because my entire family has loved it forever – it's local, like me

Simple, clean ingredients that I understand

Longhini customer IS	Longhini customer IS NOT
Dad jokes, cheesy	Ironic
Loves hearty meals	Counts macros or a health-nut: flips out if they have multiple cheat days
Doesn't care about imperfections, unfussy	A try-hard: gotta make everything look perfect for the gram!
Happy to be invited, bring the party!	Status obsessed: is this party beneath me? Who's invited? When can I leave?
BBQ, mom's meatloaf, simple but classic food	Fine dining: white tablecloths, fussy food, pretentious
Likes what they like, kind of stubborn about it (i.e. do NOT tell dad how to grill)	Judgy, flighty with tastes, never perfecting anything because they're always trend chasing.

Longhini
Since 1950

Our core customer is a proud homebody, stubborn and opinionated about how they do things. Their home is their castle, a place to relax and a little slice of paradise, their family all they need.

Home cooking is comfort, and that's the job that our customers hire Longhini for. Why? Because:

Nothing tastes as good as a good
homemade meal.

The whiff of charcoal or something bubbling on the stove can act as a powerful emotional trigger, bringing up idealized childhood memories and acting as a connection between past and present.

Our customer isn't missing out on fancy restaurants, nor are they looking for "the next best thing" – **they are looking for pure contentment with the simple things in life, and that is what Longhini is going to give them.**





Positioning



Our category

What do people associate with the sausage category?

Mass produced	Unhealthy	Full of fillers
Cheap	You don't know what's in it	Not a staple
All the same	Easy	Versatile
Classic	Not the star of the meal	

Challenge: stand out on shelves and differentiate our product beyond just price and promotion. Educate consumers who think sausage is filled with mystery ingredients or throwaway cuts/trim.



Key Insights:

You don't go to the store and happen to buy sausage; you buy sausage with a recipe already in mind. - Maha

Sausage isn't the star of the meal, it's an addition to something to round it off or complete the meal. - Mike

Sausage isn't the star (like a pot roast or charcuterie on a board); it's used as the key ingredient of a specific dish or as part of an activity:

Slow-simmered Sunday sauce

Grilling: nobody "just grills" on a random night, you prepare for it and invite people over, you grill to tailgate, you grill as part of a larger activity, you don't grill alone

What do all these things have in common?

- At home, casual
- The food is the thing that brings it together, but it's one part of the whole
- They leave time for other things, like creating lasting memories or achieving the perfect dish

Unpacking Home Cooking

Home cooking happens with Longhini, period.

Family is one important facet of the evocative power of home cooking, yet limited in scope. It's the easiest application and therefore easily exhausted. Home cooking is a powerful emotional trigger that speaks to so many people in so many different levels, encompassing a whole world of feeling. Let's unpack it in order to find a trove of creative ways to position Longhini as THE choice for home cooking.



Longhini
Since 1950

Longhini Sausage Positioning Statement

For proud homebodies who don't need perfection to be happy, Longhini sausage is here with straightforward, quality sausage to help you create lasting memories and tasty times. Our next-level flavor and timeless sausage means anyone can create new memories and recreate the old through satisfying home cooking of their own.

OUR AUDIENCE:

For proud homebodies who don't need perfection to have a good time and create and share lasting memories through food.

OUR PROMISE:

Straightforward, quality sausage to help you create lasting memories and tasty times.

REASONS TO BELIEVE:

Our next-level flavor, quality ingredients, and timeless sausage.



Defining Home Cooking

A meal is just food, home cooking is a state of mind.

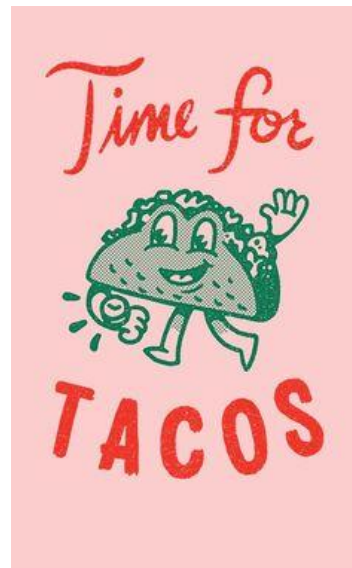
- You can buy luxury, but you can't buy home cooking – it's mom's cooking that you can never seem to recreate, half-remembered feelings that you want to share.
- Grilling is the epitome of home cooking: easy, versatile, casual
- It can be messy – home cooking isn't perfect, and neither are you.
- Letting your hair down and breathing for at least an hour.
- A chance to share the love and comforting nostalgia with others.
- Time for yourself to prepare something with care.
- It's for others, or for yourself.
- It can be in a restaurant, as long as the tables are a little worn and the vibe is casual.
- It's simple and totally subjective – home cooking lets you do you.
- It doesn't take itself too seriously, it doesn't care if the pasta is fresh or out of the box.

Simply put, home cooking is pure satisfaction.





Voice & Tone



Tone:

- Silly
- Fun loving
- Local
- Relaxed
- Nostalgic



Creative Ideas

Redefining home cooking:

- Never using a recipe
- Kicking back with a beer, watching a game
- Fighting against the elements to get the charcoal grill lit
- Cooking with grandma
- Time with the kids
- Relaxing after work
- Eating pizza off a paper plate at your favorite neighborhood joint.
- A BBQ in your backyard with friends
- The one thing your kid will get up from the TV for

- New commercial: no screen zone
- Grilling all the time: when it's snowing, on important occasions, in the middle of a hurricane, etc
- Bossy guest who can't attend a BBQ without taking over the grill
- Embracing the tasty mess: kid's first cooking activity resulting in a bubbled over pot, mess everywhere, but enjoying the activity (and the meal)
- Got some linguine? Etc.