



SAJE NATURAL WELLNESS

Holiday Detox Promotion

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DECEMBER 8, 2016
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Marketing Mix Strategy

a. Product Strategy

Saje's product strategy is made up of several lines that are quite deep in their offerings, with products divided by their end use. Five categories exist: Natural Healing, At Home, Skin Care, Body, and Essential Oils & Blends. In Canada, there are few competitors selling aromatherapy and wellness products at a large scale, making Saje a market leader for the time being. Its large product offering is another one of Saje's strengths, as well as the various uses for their essential oils and other products. However, many people are unfamiliar with how to use their products and the initial education may be a drawback for potential customers. In order to overcome this weakness and drive sales, sharing product knowledge is key.

b. Price/Market Level Strategy

Currently, Saje's products are catering to a niche market of individuals who are interested in naturopathic aromatherapy and wellness products. The company does not try to target any specific demographic, instead attempting to appeal to as many people as possible. Behaviouristic factors differ depending on what the customer is seeking to gain by using Saje products and may affect purchase frequency and product use. Loyalty may also be a weakness for Saje, as the brand is relatively new to many consumers. Prices range from \$5 for lip balms to \$100 for aromatherapy diffusers, which puts the products at an affordable price bracket for customers looking for natural products.

c. Place/Distribution Strategy

Geographics play a key role in determining Saje locations, which can be found in large cities across Canada, most often in malls, shopping centers or trendy shopping areas. Neighbourhoods such as Queen West provide ideal locations for Saje stores since the customer who frequents these fashionable areas may be more likely to become customers due to their lifestyles and values. One of Saje's strengths is that, in addition to brick and mortar stores, their online shop provides another distribution channel for both Canadian and international shoppers. A major challenge facing Saje is in their international growth, as they begin opening locations in the US, since additional marketing research will be needed to ensure successful expansion.

d. Past Marketing Communications & Promotions

With touch points across all major social media networks as well as email communications and reward programs, Saje is well positioned to reach customers through its promotional mix. Personal selling is a major part of the brand's mission statement, stating that Saje staff "are dedicated to providing positively outrageous customer service". Occasional sales promotions such as GWP's, pop-up shops and special offers

entice customers to make purchases but there is room for improvement in Saje's Healthy Rewards loyalty program. A free essential oil is earned after spending \$300 on products although the vast majority of items falls under \$30, making it difficult to accumulate enough points for a reward. There is also not much advertising either in print or online, and an increase may help to increase brand awareness.

Description of the Fashion Brand



With official copyrights as Saje Natural Business Inc., the brand prides itself on the use of 100% natural ingredients in its entire range of products, a fact that is clearly displayed on all packaging. The products are also free of parabens, petrochemicals, or synthetic colours and fragrances and advertises itself as such. This appeals to customers who are seeking purely natural products that are non-toxic and safe for daily use. The all natural theme continues in the branding that Saje uses in its products, which are often found in shades of green, orange and other earthy tones. In stores, plant walls are featured and natural materials like stone and tile help to complete the décor and remain on-brand.

Social Media Roundup

- | | |
|-----------------------------------|-----------------|
| ● Facebook - @SajeWellness | 76,348 Likes |
| ● Instagram - @sajewellness | 43.7k Followers |
| ● Twitter - @SajeWellness | 8,197 Followers |
| ● Pinterest - sajewellness | 2.7k Followers |
| ● Snapchat - SajeWellness | Unknown |
| ● Youtube - Saje Natural Wellness | 674 Subscribers |

Saje also operates its own blog, and keeps its readers up to date on store openings, new products, and product demonstrations while also including health, fitness and lifestyle posts that appeal to their customers. Images of Saje products on leafy greenery or warm wooden backgrounds are interspersed with photos of various Saje locations, and are used to highlight upcoming sales promotions or new products. The colours green and white are used most frequently for Saje branding and imagery, which help to evoke feelings of purity, well-being, environmental consciousness, nature and harmony. All of these descriptions are hopefully what the customer will equate with Saje, and help to promote favourable associations with the brand.

Promotional Objectives and Theme (Before the Next Quarter)

This promotion rolls around at the beginning of the 2017 New Year as a way to revitalize and begin the New Year on a great start. Because Saje is still a relatively new business in the Ontario market, much of the target customer is still unaware of the brand. Thus, the promotional objective of this event would be to increase brand awareness. Using Monica Voss as the Yoga Instructor, and inviting guests like Melissa Lee (famous Canadian yogi on Instagram), they will be able to promote the event and increase awareness of the brand. Saje hopes that Melissa Lee's and others' promotion will allow their Instagram followers to gain interest in and follow Saje's Instagram account, increasing the numbers by 20% from 43k to 70k. By having more followers, Saje can expect an increase in Healthy Rewards program members by at least 10%, where Saje will be able to promote exclusive content about their brand and upcoming promotions.

With the distribution of coupons at the event, Saje hopes that at least 80% of those coupons will be redeemed. Following the event, sales for teas, diffusers and oils (those used at the event) are expected to have an increase in sales by 10%.

Saje's "Holiday Detox" event is expected to increase Saje's overall brand awareness in the Canadian market and contribute to their goal for 1 million testimonials by 2020. Saje is hopeful that this event will interest current and prospective customers to have the Saje brand salient in their mind, allowing them to try new products, incorporating them into their daily routine, as well as recommending these products to those around them.

Target Audience

Geographic	
Region	Mainly the Ontario market, while also reaching other Canadian provinces because of guests, such as Melissa Lee's large following
Density	Urban & Suburban ; Saje locations tend to be situated within these areas, thus attracting prospective customers within the vicinity
Demographic	
Age	25 – 60 years old

Family Size	Single or Married
Gender	Female and Male
Education	Completed High School, some Post-Secondary education
Income (individual)	\$50 000 + ; ability to afford the products, as well as have the education to be aware and understand the health and wellness benefits of Saje products
Occupation	Working Professionals
Race	Caucasian, Asian, Aboriginal, South Asian, Black
Generation	Generation X, Y, Z
Social Class	Middle to Upper Class
Psychographic	
Lifestyle	Holistic Lifestyle & Health Conscious
Personality	Ambitious, Relaxed, Optimistic, Confident
Behavioristic	
Occasions	Regular Occasion ; Saje “The Holiday Detox” is expected to attract individuals who already live a healthy lifestyle, as well as any individuals looking to begin or experiment with one
Benefits	Quality ; Saje Wellness promotes 100% natural products with a variety of healing benefits Service ; prospective customers would expect Saje to be able to provide them with quality service, knowing which products would be best for them
User Status	Potential Users, First-time Users and Regular Users; “The Holiday Detox” event is expected to attract a variety of customers (regular, new, and prospective), and to spread awareness of the brand to a variety of potential users and increase brand salience
User Rate	Light to Heavy User; depending on the user status
Loyalty Status	None to Strong ; depends on the user status

Readiness Stage	Unaware, Informed, Interested ; much of the Canadian market are unaware of the Saje Wellness brand, although they might be informed of their variety of products, “The Holiday Detox” event is expected to transition individuals from Interested to full and regular buyers
Attitude Toward Product	Positive & Enthusiastic ; with the event being held in the New Year, Saje Wellness is expected to attract individuals who have a positive and open mind, who are willing to try new products that they will eventually incorporate into their everyday lifestyle and routine

Promotions Mix

Tool #3: Sales promotion: Coupons (friends and family discount)

As part of Saje’s promotional mix we will be including a coupon in the gift bags that will be valid starting from the day of the event until March 31st of 2017. We selected this particular time frame because it gives attendees the chance to shop immediately following the yoga event yet also extend the time long enough for our customers to find time to try out their gift bag samples first to help decide what to purchase. It will be valid for purchases made online or in store and apply to the customer’s entire purchase amount before taxes. The discount is as follows:

- Spend \$65 or more and get 15% off
- Spend \$100 or more and get 20% off
- Spend \$150 or more and get 25% off

These coupons will be given exclusively to customers that attend the event. However, they will be encouraged to share or give the coupon to friends and family that were unable to attend as a way to increase our reach and word of mouth recommendations. We selected a coupon to ensure returning customers and increased sales for the New Year, especially during one of the slowest shopping periods of the year, which happens right after the holiday season.

With the sample products already given in the gift bags, we hope the attendees learn to incorporate our products into their daily health and beauty routines. Once the customer understands the features, benefits, and need for these products they will be more likely to make a purchase for a full sized product or be enticed to try Saje’s other products. Factoring the coupon into the customer’s decision making will further increase the likelihood of a purchase. The coupon offers a very generous discount where the more the customer spends, the more they will save. The product price range makes each discount

level easily achievable. The average product costs around \$30, the lowest priced item is around \$5, and the highest priced item is around \$100. To achieve the first discount tier, the customer will only have to purchase a minimum of 2 average priced items. Therefore, it is also likely that the customer will purchase a combination of items, which contributes to our goal of increasing brand awareness through an increase of product knowledge.

COUPON FRONT (139 x 107 mm):

100% ALL NATURAL • 100% ALL NATURAL • 100% ALL NATURAL

**WISHING YOU
WELLNESS
OVER THE
HOLIDAY
SEASON**

**VISIT US IN THE
NEW YEAR TO
START THE YEAR
OFF ON THE
RIGHT FOOT**

**SPEND \$65 OR MORE, ENJOY 15% OFF
YOUR ENTIRE PURCHASE**

**SPEND \$100 OR MORE, ENJOY 20% OFF
YOUR ENTIRE PURCHASE**

**SPEND \$150 OR MORE, ENJOY 25% OFF
YOUR ENTIRE PURCHASE**

Saje
PROUDLY WELLNESS

BEST OF SAJE DELUXE
DIFFUSER BLEND COLLECTION

Saje
PROUDLY WELLNESS
rain forest
1ml e.s.f.

Saje
PROUDLY WELLNESS
tranquility
1ml e.s.f.

Saje
PROUDLY WELLNESS
spA spirit
1ml e.s.f.

COUPON BACK:

**TERMS AND
CONDITIONS**

THIS GIFT VOUCHER IS ONLY GOOD FOR A SINGLE TRANSACTION; ANY REMAINING AMOUNT IS NOT EXCHANGEABLE WITH CASH OR ANOTHER VOUCHER AND WILL BE AUTOMATICALLY FORFEITED.

ANY ADDITIONAL COST EXCEEDING THE VALUE OF THIS VOUCHER WILL BE PAID BY THE REDEEMER.

THIS GIFT VOUCHER WILL BE CONSIDERED NULL AND VOID WITHOUT THE EXPIRY DATE AND AUTHORIZED SIGNATURE BEING FILLED UP, SEAL AND OTHER AUTHENTICATION SIGNS OR IF TAMPERED.

THIS GIFT VOUCHER WILL NOT BE REPLACED WHEN LOST, DAMAGED OR STOLEN.

THIS VOUCHER IS VALID ONLY AT ONTARIO SAJE LOCATIONS



VALID: JANUARY 8TH UNTIL MARCH 31ST 2017.

Tool #4: Public relations

Special Event: The Holiday Detox, a meditation event with Monica Voss, hosted by Saje

Chaos is inevitable. It is a part and parcel of life. With our busy schedules and a million things on our to-do list, there is no time to unwind and relax.

Saje brings to you “The Holiday Detox,” a meditation event/workshop with leading Yoga instructor Monica Voss, to help you settle into a state of relaxation after the craziness of the holiday season. Monica Voss is co-owner of the Esther Myers Yoga Studio, one of Toronto’s oldest spaces, and also teaches at retreats in Costa Rica and Iceland.

Venue : CF Sherway Gardens, Etobicoke, ON

Date : 8th January, 2017

Time : 8am-10am

The purpose of this particular event is to introduce the customer to the wide range of products that Saje has to offer.

- The event will take place at CF Sherway Gardens, in the center of the mall where there is ample space to accommodate the crowd of what is expected to be 50 people
- Two pop-up stalls will be placed at the event site, displaying Saje’s essential oils and blends, and natural healing products. They will also feature the organic teas the brand includes in its offering, along with other refreshments, for guests attending the event
- It is an invite-only event and the guest list will include top health and fitness bloggers, with booming blogs, YouTube channels and other social media, so that they can promote the event on these platforms – giving Saje and the event maximum exposure. Other entities will include Yoga instructors and enthusiasts, and the absolute top fashion/lifestyle bloggers in order to diversify publicity and audience reach
- The event will be shot on video and promoted on Saje’s websites and social media handles, containing people’s testimonials about the brand and what they love about it. The hashtag #SajeHolidayDetox will be promoted at the event, allowing guests to share their experience with their followers
- A photo booth with appropriate branding will be created which will allow guests to take pictures and upload it on their Facebook/Instagram/Twitter pages
- On their way out, guests will receive a Saje goodie bag with an essential oil, an organic tea box, a tea traveller and a brochure with Saje’s products

This type of event goes perfectly with the aesthetic of the brand which is “natural wellness.” Hosting an event is the best way to get word out and let people know about Saje and the wide range of products it offers. Not only does it promote the brand to the people present at the event, but also to their connections through the use of social media and other mediums (word of mouth etc.)

Promotion Budget

The method for determining the budget was a multi-step process. First we outlined our potential expenses and researched how much each expense would cost. We then added everything together to see if the total was feasible, which it was.

Space Rental Fee		complimentary
Printing of Invitations		\$44.00
Printing of Coupons		20.00
Swag Bag: Tea Samples (\$16.95 X 50) Tea Traveller (\$39.95 X 50) Essential Oil (\$14.95 X 50) Printing of Product Brochures (8.5" x 11" Tri-fold Brochure, 50 brochures)	\$847.50 1997.50 747.50 <u>40.00</u>	3632.50
Refreshments: Sandwiches from local grocer Saje Teas (\$16.95 X 3 tea types) Water Bottles	100 50.85 20.00	170.85
Employee Wages (4 employees X 3hrs X \$11.40)		136.80
Yoga Instructor Fee (\$45/hr)		45.00
Yoga Instructor Fee Per Social Media Post (\$100 X 10 posts) + Best Selling Products for Posts 1. Hot Halo Hug 2. Stress Release 3. Pain Release 4. Sleep Well Kit 5. Night & Day Remedy Bar 6. Pocket Farmacy Remedy Kit 7. Relax-O-Ring Massage Ring 8. Exotic Crystal Fresh Deodorant 9. Yoga Antibacterial Mat Spray 10. Aromaom Ultrasonic Diffuser + Best of Saje Diffuser Blend Collection	1000.00 39.95 39.95 38.95 36.95 47.95 59.95 4.95 12.95 12.95 89.95 54.95	1439.45
Professional Photographer/Videographer + Photo booth (4hrs)		2299.00 980.00
Printing of Press Pack Materials		25

Total	\$8655.80
Tax (13% HST)	\$1125.25
GRAND TOTAL:	\$9781.05

Executive Summary

Since Saje is the market leader in its product offerings, with very few competitors, it is essential for the brand to maintain its position by finding ways to expand total market demand and protect its market share, by informing more customers about its products and offerings. Being a relatively new brand, more customers need to be informed and educated on Saje's product and our promotional plan aims at doing just that.

We will be using two tools of the communications mix, namely **Sales Promotion** and **Public Relations/Publicity** to promote the brand. By giving out *coupons* (friends and family discount) to customers, we will be drawing the customer's attention to the brand's offerings, giving the customer some sort of incentive and inviting them to engage in a transaction. A *meditation event* will create drama around the event/brand, reach hard-to-find buyers through every possible medium and also raise credibility for Saje. Loyalty is key as Saje still needs to penetrate into different market segments and expand its customer base while retaining its existing customers. By integrating these two tools, brand awareness should increase, which will lead to more customers understanding what makes the brand stand out. He/she will then proceed to purchase the products and interact with the brand, and eventually become a loyal customer.

Conclusion

In order to make this promotional plan as big a success as possible, it is important to ensure that all promotional material, blogger invites and press releases are sent out to social media influencers and the press with ample time to create excitement. In partnership with bloggers, influential yoga practitioners, and an increasing online presence we hope to increase brand awareness and brand salience for Saje in the mind of our target customers. Based on the success of this event, it can serve as a starting point for a series of travelling pop-ups to help customers engage with the products. In this way, we will be able to bring the Saje Wellness ideology to as many people as possible, both in Canada and internationally.

REFERENCES

Kotler, P., Keller, K.L., Sivaramakrishnan, S., & Cunningham, P.H. (2013). *Marketing Management Canadian* 14th ed. Toronto: Pearson Education.

Saje Natural Wellness. (2016). *The Saje Story*. *Saje Natural Wellness*. Retrieved from <http://www.saje.com/ca/saje-story.html>

References Used for Budget:

- Invitations: [http://www.vistaprint.ca/party-invitations.aspx?txi=15182&xnid=ContextualLeftNav_Party+Invitations+\(linked+item\)_Invitations+%26+Announcements_All+Products&xnav=ContextualLeftNav_Category_Invitations+%26+Announcements](http://www.vistaprint.ca/party-invitations.aspx?txi=15182&xnid=ContextualLeftNav_Party+Invitations+(linked+item)_Invitations+%26+Announcements_All+Products&xnav=ContextualLeftNav_Category_Invitations+%26+Announcements)
- Coupons: [http://www.vistaprint.ca/custom-flyers.aspx?txi=16907&xnid=TopNav_Flyers++\(linked+item\)_Marketing+Materials&xnav=TopNav](http://www.vistaprint.ca/custom-flyers.aspx?txi=16907&xnid=TopNav_Flyers++(linked+item)_Marketing+Materials&xnav=TopNav)
- Yoga Instructor Fee: <http://www.theglobeandmail.com/report-on-business/careers/career-advice/life-at-work/i-want-to-be-a-yoga-instructor-how-much-will-my-salary-be/article21653395/>
- Photo booth: <http://www.iphotolounge.com/packages>
- Rental Fee: spoke to Jeremy Piedimonte (Marketing Assistant at Sherway Gardens) over the phone
- Sage Products: www.saje.com
- Employee Wage: standard minimum wage in Ontario

Appendix A

Group Meetings

Date of Meeting	Members Attended	Objectives/Accomplishments
November 23, 2016	All	<ul style="list-style-type: none">- Go over proposal plan- Assign different proposal components to each member- Take brief notes as a group for each section
November 30, 2016	All	<ul style="list-style-type: none">- Everyone discussed what they researched- Discussed challenges and overcame them together- Set dates for the powerpoints and questions to be completed- Planned next meeting
December 7, 2016	All	<ul style="list-style-type: none">- Practice run-through of the presentation- Format Powerpoint presentation- Final touches on the written report- Printed and put together press pack- Decided on attire for presentation

In addition to our face to face meetings noted above, our group also created a WhatsApp group through which we communicated each day. This allowed us solve problems and get opinions in a quick and efficient manner.