

CASE

CONTRACT ROUND 2

Presented by

MONSIEUR
GUSTAV™/MC

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HAPPENING MARKETING

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CLIENT

Monsieur Gustav

BUSINESS CASE PRESENTATION

If you're reading this, congratulations! Your agency found a way to stand out from the pack, and Monsieur Gustav wants to see what creative strategies you can come up with for out-of-store-initiatives. Now it's your move.

BUSINESS PRESENTATION

Monsieur Gustav is a new brand that Agropur launched in 2021 to spark some life into the fine cheese market. With over 40 different individual cheeses in 8 types (soft cheese, Gouda, Swiss, Cheddar, etc.), the brand's goal is to give people an easy way to explore the delicious world of fine cheese. Monsieur Gustav is currently the fourth largest fine cheese brand, featuring both Canadian-made and imported cheese, and its products are sold in every major supermarket chain in Canada (LCL, Sobeys, Metro, etc.).

BRAND PILLARS

- **Simplicity:** Popular, beloved flavours in refined packaging, drawing inspiration from the general public's preferences. All to make consumers' tasting experience as easy as possible.
- **Exploration:** Monsieur Gustav give consumers advice and guidance to help them choose the right cheeses, as well as discover new kinds and flavours of cheese.
- **Enjoyment:** A brand and products that make people smile and help everyone explore the world of fine cheese.
- **Guidance:** A new pillar of the brand that deserves more time in the spotlight. Monsieur Gustav offers tips and tricks to improve consumers' tasting experience, as well as a colour code to make it easier to identify and differentiate cheeses.

THE ISSUE AND THE JOB

It's worth noting that fine cheeses are a product that consumers love. However, most consumers are underinformed and don't know very much about them. The brand's team identified an opportunity, believing that fine cheese sales could see a major boost if consumers were less intimidated by the buying experience. Now they're wondering about ways to bring their signature character, the likeable Monsieur Gustav, to life (if possible, how?). Consumers need to be inspired and educated, and Monsieur Gustav can help them discover the world of fine cheese. He will be by their side to help them explore the range of products on offer and experience cheese in a way that appeals to all the senses, both for everyday cooking and special events.

Competition in the cheese market is pretty staid, without much variety. Most competing cheese brands position themselves as artisanal and authentic, with old-fashioned designs. This is where Monsieur Gustav really stands out with its dynamic, fresh positioning, in contrast to the competition. The brand wants to reach more millennials, who represent a growing market segment with a lot of potential for the Monsieur Gustav brand and deli cheeses.

STRATEGY GOALS, BUDGET AND TIMELINE

The team is looking for innovative and original ideas to help them stand out from the competition. That's why your agency has been asked to come up a marketing strategy and the various tools and tactics that will be used to carry it out. The goal is to increase brand awareness of Monsieur Gustav with millennials. So, what's next for the brand when it comes to activation, distribution channels, social media content, partnerships, etc.? The real challenge facing the brand is how it can differentiate itself, be unique and leave a positive impression on consumers. Let your creativity run wild and present the organization with a marketing strategy that will showcase the world of fine cheese far and wide. The brand is already looking into store and retailer activations, so leave these out of your recommendations.

You will have \$300,000 to implement this strategy, which will feature a one- to three-year vision.

Now it's your move. Good luck!



APPENDIX 1

Website: <https://www.monsieurgustav.ca/en>

Tips and tricks from Monsieur Gustav: <https://www.monsieurgustav.ca/en/augmented-reality>

The products: <https://www.monsieurgustav.ca/en/fine-cheeses>

SOURCES

Monsieur Gustav. (2023). Accessed March 6, 2023, at <https://www.monsieurgustav.ca/en>

Monsieur Gustav's tips and tricks. (2023). Accessed on March 6, 2023, at <https://www.monsieurgustav.ca/en/augmented-reality>

The products. (2023). <https://www.monsieurgustav.ca/en/fine-cheeses>