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**MISSION**

To be the most effectively creative agency for a select group of food clients.

**VISION**

To have the bigger idea.

**PROFILE**

Food & Beverage, Consumer, Business 2 Business

**CORE PRODUCTS**

- Strategic Services Strategic planning, brand positioning and development, promotion strategy and planning, media strategy and planning, key account strategy and presentations
- Creative Services Print, broadcast, digital, direct mail, promotional programs, merchandising, training materials, outdoor, point-of-purchase materials, package design, identity development, video editing
- Digital Services Site development and production, online brand management and audience dialogue, online promotions, database design and management, SEO/analytics, web video, e-blasts, print-on-demand
- Culinary Services Menu/recipe development, product development, category and product competitive reviews, food and beverage trend reports and presentations, menu gap analysis
- Public Relations Planning, implementation and measurement, media relations, issues communications, cause-related outreach, internal and external communications, sponsorship and event management, media training

**CLIENT LIST**

- Mission Foods
- Sweet Street Desserts
- Starbucks Foodservice *We Proudly Brew Starbucks Coffee, Serving The Best Seattle's Best Coffee, Tazo Tea, Fontana, Torrefazione Italia*
- McNeil Nutritionals *Splenda, Sun Crystals*
- Green Seal
- Bush Brothers
- Hasbro
- Camp Barnabas
- Tyson FoodService *Bonici, Wright*
- Blue Bunny
- OakStar Bank
- Tenaya *Made organic drinks*
- Springfield Regional Arts Council

**PERSONNEL AVAILABLE**

30+ communication professionals

**YEARS IN BUSINESS**

25 years

**CONTACT**

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