

Focus on Food Marketing Elements™



You are developing the perfect LTO campaign or addition to your menu, testing it and fine tuning it to ensure consumer satisfaction. How do you make sure that your communications materials are compelling and reinforce your brand positioning?

Your solution is Focus on Food's Marketing Elements. Marketing Elements is a synergistic approach combining planning, copy writing, graphic strategy, menu engineering, POP development, production, and distribution to maximize your program.

Success is achieved as product innovation is developed with creative marketing in an integrated process. Our culinary innovation group works seamlessly with our creative marketing partner, Max₂o, to provide comprehensive creative marketing and promotional services. It's time and cost efficient and assures that your products and your creative marketing are credible, integrated, and support your brand.

Your benefit is full-service creative development for menus and inserts, POS materials, packaging, FSIs, promotions, advertising and direct response campaigns — each piece dynamically compelling to your target audience. All the essentials are available with Focus On Foods' Marketing Elements from concept and photography to printing, fulfillment and distribution.

**Tactics that Worked
for YESTERDAY'S
Food Companies don't
Work in TODAY'S
Discerning Marketplace.**

On time – yes! And just as important, on strategy, on target and on budget!

