



Savor is a full-service marketing communications agency. So, yes, we are skilled at building brands and increasing sales by developing marketing strategies and executions (planning, packaging, sales materials, web, PR...).

Even more than that, we are food focused. We subscribe to the food publications. We attend the food trade shows and events. And, we regularly interact with food manufacturers, sales reps, brokers, distributors, retailers, associations, journalists and chefs to keep up on the latest trends and the state of the industry.

This means that when you sit down to discuss your marketing communications with us, we understand the complexities of bringing a product to market and can recommend strategies and executions based on your needs that have been successful for our other food clients.

Best of all, we think you'll like working with us. We're a fun, creative group that makes the process of promoting your company as simple, organized and straightforward as possible for you.

What else should you know about us? Our company has been food-centric since 2005. We're located just north of Chicago, IL. We all like chocolate. But, can't agree on what kind.

We'd love to learn more about your company. Contact Seth Bender at sbender@savoragency.com or 847.556.7511 right now.

Or, first, take a look at the work we've done for other food companies and get a sense of our capabilities...

Enjoy!



MENU OF SERVICES

Our list of services includes (but is not limited to):

Marketing Strategy

- Research
- Marketing Plan
- Product Introduction

Digital Marketing

- Social Media Management
- Social Media Ad Campaigns
- Websites/eCommerce Sites
- Email Marketing
- Search Engine Marketing
- Search Engine Optimization
- Banner Ads
- Blogs

Brand Identity

- Brand Positioning/Focus
- Logo Development
- Collateral Materials

Sales Materials

- Sell Sheets
- Price Lists
- Brochures
- Trade Show Booths

Packaging

- Design
- Research
- Point of Purchase Displays

Public Relations

- Plan Development
- Media Outreach
- Trade Show Press Coordination
- Blogger Campaigns
- Sponsorships
- Promotions
- Events

Advertising/Direct Marketing

- Trade & Consumer Ads
- Catalogs
- Postcards/Mailers/Letters
- List Development & Analysis









THE DICKSON COMPANY











































































The INN at Willow Pond

About Savor

Sushi

For over 13 years, we've been partnering with food companies like yours to develop fresh and effective marketing solutions. In that time, we've had the privilege of collaborating with the above brands.







Mrs. Brindables

Mrs. Prindableis.











Mrs. Prindable's Marketing Program

Developed a strategic campaign that built DTC sales from nothing to a multi-million dollar business channel. Included: catalogs, website updates, email marketing and PR (all shown) as well as direct mail pieces, trade show signage, digital ads, promotional materials included in gift deliveries and packaging.







Website Strategy: Developed a site with a separate section for each of the company's 4 customer segments, enabling them to speak directly to the needs of each. Continued to manage and add content, growing site to almost 4,000 pages with features like animated slides, videos, recipes and more. The site averages a couple hundred thousand visitors each year.









Brand Strategy: Don't just sell product features. Sell what you can make with those products. We created a series of recipe booklets to show usage ideas, including this one that was utilized to promote to mixologists, restaurateurs, consumers, retailers and more.

Nielsen-Massey Vanillas Marketing Program

Over a series of meetings with the Nielsen-Massey team, we determined the target demographics, goals, positioning and messaging for each of their four distinct customer types: consumers, retailers, food manufacturers and culinary professionals. The positioning demanded we promote the quality, expertise and history of this family business, so we developed an updated, more elegant logo featuring a family crest in which each element represented a brand ideal. Subsequent marketing followed the positioning and included: labels and packaging, website, collateral materials (all shown) as well as their marketing plan, social media, presentations, events, public relations and signage for trade shows and their headquarters.

Facebook







Instagram



Log in to like or comment







Glazed & Infused Social Media

This doughnut purveyor's marketing team was short-handed heading into National Doughnut Day. Since we were already managing their PR and had a hand in crafting the promotions leading up to the "holiday", we asked if we could provide social media support as well. For a two-week period, we took over their Facebook, Instagram and Twitter accounts as well as managing their ad spends and a naming contest for their new mascot. The social media promotion resulted in over 250 entries in the contest, over 200,000 impressions and 136 new followers on Facebook and Twitter and over 4,000 likes on Instagram... Plus, lines out the door at all their locations.











Chicago Tribune

circulation 439,73 l



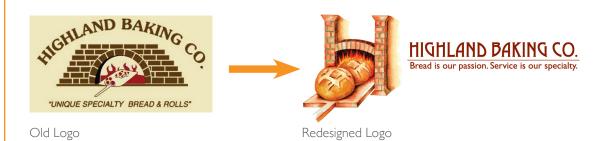
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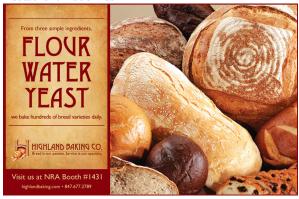
Urban Accents Public Relations

Armed with a wide selection of delicious products (from spices to rubs to mixes and more), we conducted consistent outreach to local, regional and national media. Through this outreach, we were able to secure a number of high profile reviews including the FoodNetwork.com (shown), Phil Lempert Supermarket Guru (it was deemed a "Hit") and, the seemingly unlikely Penthouse Magazine's grilling round-up ("if the seasoning sucks, so will your food."). As a result, Urban Accents enjoyed spikes in online sales and traffic.





Restaurant Trade Ads





Email Marketing





Highland Baking Co. Marketing Program

We rebranded this bread baker (top left) based on results of positioning research and developed marketing efforts that promoted its high quality products and exceptional service with a specific message depending on the target (fresh bread for local, frozen for national). Efforts included: email marketing, print ads, brochures (all shown) as well as creating and managing their marketing plan, website, collateral materials, sell sheets and folders, truck signage and a trade show booth.





Facebook Like Campaign Ad



Twitter





Instagram





Nielsen-Massey Vanillas Social Media

In developing Nielsen-Massey's social media program, we used our established system to identify goals and strategies, schedule engaging content relevant to their target and determine the budget for an ad spend that supported their goals. Following established positioning and messaging, we developed posts that demonstrated how to use the products and presented Nielsen-Massey as a vanilla and flavor expert and a leader in the culinary community. We grew their following across the three main platforms (along with setup in Pinterest and YouTube) from starting level to 22K+ and obtained over 2.3 million impressions last year. I Q of this year was looking even better with an improved CPM and impressions at 1.4 million.



















Dandies Marshmallow Marketing Program

Through market research and branding exercises, identified an opportunity to reposition these marshmallows from VEGAN to ALL NATURAL, opening them up to new retail opportunities and consumers. Included: brand identity/logo, packaging, sales materials, website and trade show booth.

Hungry for more?

To see additional work and discuss how we can serve you up marketing and PR support, contact:

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