



Cyber PR Army

CASE STUDY:

Atlantic Food & Beverage – SIAL 2023

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BACKGROUND INFORMATION

Atlantic Food & Beverage (FBA) is an organization representing a large contingent of food and beverage businesses across Atlantic Canada. 15 FBA members were participants at SIAL 2023, the largest food innovation expo in North America. FBA hired us to ensure that all participants had professional assets ahead of the expo and to help keep the project running smoothly.

We are proud to have supported FBA for some time and, as such, are familiar with their work and members. The project was our first introduction to working directly with their members, however, and gave us a great opportunity to gain a deeper understanding of what they do and who they do it for.



THE CHALLENGE

The challenge involved in this project was to keep so many moving pieces aligned and on schedule. Each participant was busy with their own preparations, so timelines needed to accommodate their internal deadlines too. Additionally, there were challenges for our Designer and our Copywriter to create 15 sets of assets with similar content, but in a way that kept them fresh and on-brand for each participating business.



OUR SOLUTION

The SIAL project was multi-faceted, incorporating analytical and consultation solutions along with graphic design and marketing needs and professional photography.

Each participant received:

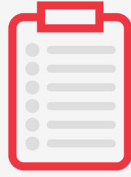
- An Online Presence Review: our in-depth analysis and roadmap that includes website design and UX, SEO, social media aesthetics and social media strategy.
- 3 x consultation meetings: our Founder and Chief Marketer offered three one-on-one consultation sessions to help our participants dial in their strategy before, during and after SIAL.
- A professional photoshoot for their products: our photographer associate captured products in and out of packaging for use on SIAL assets and for future marketing use.
- A one page sell sheet: designed using brand guidelines from the participant and incorporating photos from our photographer. A one-page for use at SIAL and moving forward.
- 3 x social media designs: each created in a variety of formats to suit all social media platforms, designed to both engage current audiences and get noticed by SIAL marketing.
- 4 x marketing documents from our resource library.
- 1 x SIAL-specific marketing document: guidance for posting prior to, during, and after the event.
- Bespoke social media post copy: text to accompany our social media designs and our recommended cadence for ramping up the excitement.
- [Access to our digital marketing training course](#): delivered online at your own pace, providing fundamental learning and strategic ideas.



SIAL CASE STUDY



15
PARTICIPATING
BUSINESSES



17
ONLINE PRESENCE
REVIEWS



15
SELL SHEETS



225
SOCIAL MEDIA
POSTS

Atlantic Food & Beverage also received:

- A branded tent card including branded QR code for each participant.
- A branded easel for display at the expo booth
- A dedicated webpage including all sell sheets



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WORDS FROM THE TEAM

This project involved our Chief Marketer and Commander-in-Chief, Lynn Colepaugh, our in-house designer, Danica Spencer, and our copywriter and client services manager, Zoey Hughes.



LYNN – CHIEF MARKETER

The Challenges

One of the biggest challenges was organizing and managing a large group of clients, all at the same part of their journey at once. We had to block out certain weeks for 15 to 20 meetings for the week (when we usually would have around five) and organize product delivery and photo sessions for perishable products in a timely fashion.

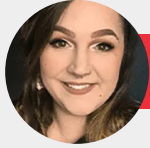
The Joys

One of the most enjoyable parts of working on the SIAL project was learning about incredible food products in our backyard. As a health and nutrition enthusiast, I was surprised to discover exceptional award-winning products I had never heard of right here in Atlantic Canada. And I've already started using many of the products and recommended them to others!

The Differences

SIAL was different because it was a large number of clients, all at once, in a very short time frame with specific needs and deadlines. It put our organizational and team skills to the test. I was thrilled that we could use our day-to-day project management, communication and team collaboration resources internally and externally to stay on top of client needs, outlines, revisions, requests and troubleshooting to deliver superior customer service. It was a great test of our systems, and it was a delight to see how scalable we are!





DANICA – GRAPHIC DESIGNER

The Challenges

This project was a massive undertaking and lots of fun. With everything on a time crunch, and so many tasks at hand, there wasn't much time between projects to ponder different designs and layouts. I really had to find a way to adapt different projects to 15 different brand identities, with little time for planning or moodboarding. I think we did a great job making the assets stand out from each other in terms of identity – especially as not all clients were prepared with brand guidelines, colours, fonts, or even logos. You can tell the assets apart from each other with or without logos, and I consider this an accomplishment given the project constraints. A lot of work went into capturing their unique visuals.

Brand guidelines make adapting a design to our client's needs so, so easy. Some of the SIAL participants had these, while others didn't. Creating projects like these (sell sheets, social media campaigns) without these guidelines, makes for a lot of guesswork - and this was another challenge of this project. When clients send us their own logos, it is the only sure-fire way we are receiving proper, updated, and preferred logos for their brand. We need high-res PNGs of our clients' logos for this type of project, or working files - .ai, .eps, or .svg.

Some of our companies required specific fonts as well. Once these guidelines have been provided, it is imperative that we follow them, but not all clients were able to provide the font files, making this challenging.

If our client's had no brand guidelines to suggest, I made little moodboards in my head, and notes along the way for everyone. I would screenshot elements of their packaging, logos, websites, and previous social media graphics, and use my colour picker to create colour palettes for each client. Bonus points if I could



find clear graphic elements in their designs that I could repeat as well, i.e. maple leaves for Pollipop, squiggly flower design for Timani, scattered ingredients across a table for the Oat Company, etc. Lastly, I would upload screenshots of the fonts I saw on packaging and websites to AI font identifiers where I could find fonts that most closely fit. We did our darndest to get the right look and feel for these clients and I think we did an excellent job.

The Joys

I LOVE CREATING DOCUMENTS. I was most anxious to use InDesign when leaving my design program at school many years ago. Now here I am wanting us to take on some sort of magazine project, or for us to start offering One-Pagers to every client. I LOVED making these sell sheets. I didn't know what a sell sheet was before we started this project, but here I am now, 15 down and a master. I love that creating a document is creating many compositions in one. I love balancing everything in a large space.

I also loved being able to work with Darcy [photographer] on this project. So much of my time has been spent trying to source on-brand stock images for our clients in the past. We always make it work, but it always gives me a bit of anxiety when I choose an image on someone else's behalf (have I chosen a good image to represent you? Am I getting the right message?) It has been a privilege to be handed these beautifully shot images of our client's products for us to work with in a beautiful resolution. All I have to do is cut them out and pop them into the design, and they take our designs to a whole new level.

The Differences

The major differences in this project were the scale and time. We don't typically make this many documents, and adapting each one to a new client made each sell sheet take 4-8 hours each. A nice difference for this project was (once again) being able to work with the beautiful product photos. Because we were working on more documents than usual, and considering the time scope of preparing those



documents as well, I think revising the documents felt a little overwhelming. There was a bit more pressure felt on this kind of project, in general. Knowing we had to please so many people. Liaising with them all during this time couldn't have been easy.

All in all, I'm so satisfied with what we've accomplished. I loved the challenge of being all-in on a project that was so consuming. There was one point where I couldn't have visualized the end. Not only have we done it, but we've done it beautifully. I hope we made our clients proud if even a fraction of how proud I am of us!!



ZOEY – COPYWRITER AND CLIENT SERVICES MANAGER

The Joys

The SIAL project was a wonderful project that let us really dive deep into Atlantic Canada's food and beverage industry. Each participant had a rich and developed brand personality, so I was able to work from their existing content to create content in the right tone with ease. Our online presence reviews proved immensely helpful to the participants, with many of them choosing to action all of the points in-house. It is so rewarding to see businesses so excited to maximize their opportunities.

The Challenges

We had diligent project planning in place else I think it would have got very tricky to handle. The main challenges were in getting all of the pieces in place for our internal deadlines. With each participant busy running their business and planning in-house for the opportunity, it took a lot of navigating and timeline amending to get everything across the finish line... but it wasn't all bad. We had to do a late round of additional social media posts and editing as one of the participants was named a SIAL finalist! An absolutely incredible achievement.



The Differences

The SIAL project was largescale and at times, all-consuming, but it was a pleasure from start to finish. The enthusiasm and sincerity of all of those involved let our creativity soar and our suggestions land with clarity. I look forward to undertaking another project of this scale that has the same level of variety and interest.



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