



Cyber PR Army
Solutions INC.

The Work In Action

YOUR STORY. OUR STRATEGY.



SIAL Canada
INSPIRE FOOD BUSINESS

CLEAR STRATEGY, CREATIVE EXCELLENCE,
AND MEASURABLE OUTCOMES.



SIAL 2023

for **Food And Beverage Atlantic**

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.



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.

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





Words from the Team

"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."

– LYNN COLEPAUGH, OUR CHIEF MARKETER

"The SIAL project was large-scale 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."

– ZOXY HUGHES, OUR COPYWRITER AND SEO/UX SPECIALIST

"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!!"

– DANICA SPENCER, OUR SENIOR GRAPHIC DESIGNER





Your Story. Our Strategy.

If something in these pages sparked an idea, or if you've been sitting on a project that needs a push, we're here to support you in whatever way you need.

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