

Century Foods International manufactures and packages dairy proteins, ready-to-drink beverages, smoothies, shakes and supplements under private label and contract manufacturing agreements for the food, drink, and sports nutrition industries.

Creating a Lasting Impression

As part of its marketing program, Century Foods needed to be more aggressive with its outreach to customers. With the trade magazines being crowded with traditional advertising, Century Foods believed its paid messages were not enough to get through to its target audience and drive sales. Snow set out to make sure potential buyers realized the company's full range of capabilities.

Our Objectives

- Position Century Foods as a leading national contract manufacturer for the food and beverage industries.
- Drive sales by heightening brand awareness.

Our Actions

- Worked with Century Foods to determine what topics and trends would be compelling for prospects.
- Researched the trade media for relevant upcoming articles, byline opportunities, roundtable discussions and executive Q&A's.
- Positioned the company and its team as industry thought leaders and experts via bylined articles and interviews with reporters at key publications.

The Results

- After an 8-month trial period, Century Foods received positive coverage in more than 12 targeted industry publications, including bylined articles, executive Q&A's, and being quoted in cover stories.
- Experts from Century Foods were featured as sources for articles on a variety of manufacturing issues.
- Total impressions for the coverage are over 1 million.
- Sales rose 9% in 2005, and rose another 35% in the first quarter of 2006.

