



News Release: For immediate release

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Three growing businesses choose Creative Company for marketing and design

MCMINNVILLE, OR: Dragonberry Produce of Canby, OR; Diana Fruit Company, Inc., located in Santa Clara, CA; and Kaufman's Home Maintenance, based in Salem, OR were looking for one firm to redefine their strategy, guide their marketing program, reach target audiences and manage their brand in all communication channels, both online and offline. Each chose Creative Company.



"So many businesses today find they have individual pieces of their marketing done, but they aren't seeing the results they want. Our goal is to tie it all together with a strong strategy that gets response," said Creative Company's president, [Jennifer Larsen Morrow](#).

Dragonberry Produce provides unusual fresh produce

Canby-based [Dragonberry Produce](#) is the Pacific Northwest's premier specialty produce distributor. Their sales materials must show off their unique produce and create a big "wow" with buyers. The elegant redesign of both the brochure and website—filled with beautiful fruit and vegetable photos—will elevate Dragonberry's position and increase recognition in their category.

Diana Fruit Company, Inc. markets maraschino cherries to foodservice

[Diana Fruit Company, Inc.](#) is one of the first maraschino cherry producers in the U.S., established in 1921. They knew their outdated website wasn't a match for the quality of their foodservice maraschinos. Creative Company's redesign will give their

ongoing response



website a modern, fresh makeover on a mobile-friendly platform. New text and photos will help entice more visitors and potential buyers. The website will be followed by other reinvented communication tools.

Kaufman's Home Maintenance reaches homeowners

Kaufman Homes Inc., founded by the Kaufman brothers in Salem, Oregon, built a stellar reputation for top-quality custom homes. After 40 years as builders, brothers Dean and Duane Kaufman recognized many homeowners were confused and frustrated when looking for someone to repair and maintain the home they love. In 2008, [Kaufman's Home Maintenance](#) was created to provide those services.

Contracted quarterly maintenance services are designed to help homeowners without the time, tools or skills to handle repairs. Print ads and digital billboards focus on common household problems to draw interest and send prospects to a new website. The website fulfills on these ideas and clearly describes the 14-point checklist of services, key benefits and simple pricing plans.

"Our process always begins with the target audiences. Today when someone is looking for what you offer, they start online, with your website," said Morrow. "A website must answer the searcher's questions and quickly show 'What's in it for me?' That website must also connect with the visual and verbal brand—whether it's in print, email or social media."

About Creative Company

For more than 30 years, Creative Company has been providing brand strategy, development, management and optimization for clients in a wide range of industries.

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