



Posters bring company philosophy to life

Business

Food broker buying and selling food ingredients around the world

Audience

Internal staff; current and potential customers

Challenge

Rapidly expanding from a small, local company to a thriving, international business, foodguys needed tools that succinctly expressed the company's philosophy, culture, and sales approach—to energize and guide the company's growing sales force and engage and inform external audiences.

Strategy

Develop a messaging hierarchy and architecture targeted to external audiences, including a brand promise—"Relax. Just ask. We'll deliver." Collaborate with company leadership to craft core messages that represent the company's sales philosophy. Create a high impact environmental design system to implement the messaging, focusing on one word supported by inspirational, clarifying statements. Produce artistic posters on canvas for the lobby and conference room, and posters and banners for the sales areas to keep the messaging present and alive in the environment.

Results

The sales team is inspired and results have jumped. Individual messages are a topic for discussion in each sales team meeting and new sales people are brought up to speed quickly on the unique foodguys sales culture.



Posters are produced on canvas and as banners. Images reflect the food business and dramatic design adds color to plain walls while focusing on key messages.