



# BC Agrifood and Seafood Market Development Program

## Market Development Planning Services Pre-Qualified Consultant Description

### CONTACT INFORMATION

<b>Name of Organization</b>	Crew Food & Beverage Marketing Partners
<b>Website</b>	<a href="https://www.crewmarketingpartners.com/">https://www.crewmarketingpartners.com/</a>
<b>Contact Person</b>	Sujina Unger Marketing and Business Development Coordinator
<b>Phone Number</b>	888 499 4235
<b>Email</b>	<a href="mailto:sunger@crewmp.com">sunger@crewmp.com</a>

### DESCRIPTION OF SERVICES PROVIDED

<b>Description of Organization</b>	Crew Food & Beverage Marketing Partners is one of Canada's fastest-growing full-service marketing firms that combines industry-specific marketing strategy with the execution of a top-tier creative house. Over the past decade CREW has worked with dozens of food related companies on targeted, effective marketing campaigns that have delivered results.
<b>Primary Target Clients</b>	Crew works with companies who have a real desire to grow, are backed by a motivated senior leadership team, value and invest in marketing, and typically exist within one of CREW's top three verticals of specialization: natural foods & consumer packaged goods, agriculture, and manufacturing.
<b>Areas of Expertise Related to Market Development Planning Services</b>	Crew's expertise is in the development of Marketing Strategies, including Market Research and Market Entry Strategies, Brand Development Strategies, Product Launch Strategies, Promotional Strategies including Promotional Campaigns and Tactics. All strategies are executed with disciplined Marketing Management best practices and Creative expertise in Design, Copy, Web, Digital & Video Production.
<b>Number of Years Providing Market Development Planning Services in B.C.</b>	11 years

<b>PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR</b>	
<i>EXAMPLE 1</i>	
<b>Project Title</b>	Marketing Strategy for Expanded Product Portfolio
<b>Client Type</b>	Food Processor
<b>Type of Market Development Planning Report Developed</b>	Marketing and Promotional Plan
<b>Scope of Market Development Planning Services Provided</b>	Completed a Marketing Strategy that included 2 phases: Industry Position and Strategy development; to support the addition of a third brand to a brand portfolio. Helped define the purpose, strategy and positioning behind each sub-brand; formulating a retail promotional strategy with consumer campaigns to drive awareness of the third brand.
<i>EXAMPLE 2</i>	
<b>Project Title</b>	Brand Foundation & Promotional Strategy
<b>Client Type</b>	Primary Producer
<b>Type of Market Development Planning Report Developed</b>	Marketing Plan & Branding Strategy
<b>Scope of Market Development Planning Services Provided</b>	Developed a Brand Foundation that would strategically target industries that offered the best market opportunity. Reviewed sales history by industry to identify and prioritize the most viable channels and thorough competitive review to define the UVP and brand differentiation strategy. Then formulated tactical sales and promotion strategy to drive awareness.
<i>EXAMPLE 3</i>	
<b>Project Title</b>	Marketing Strategy
<b>Client Type</b>	Food Processor
<b>Type of Market Development Planning Report Developed</b>	Marketing Plan & Branding Strategy
<b>Scope of Market Development Planning Services Provided</b>	Developed a strong brand foundation, promotional strategy and a clearly defined market position to help an established brand attract larger retailers and more established distributors. Reviewed current organizational direction and conducted competitive analysis to identify market gaps and consumer needs and make recommendations for short and long-term organizational growth plans.
<i>EXAMPLE 4</i>	
<b>Project Title</b>	B2B and B2C Marketing Strategy
<b>Client Type</b>	Primary Producer
<b>Type of Market Development Planning Report Developed</b>	Marketing Plan
<b>Scope of Market Development Planning Services Provided</b>	Comprehensive strategy developed to assist client in scaling their business to accommodate volume increase with second manufacturing facility. Performed extensive industry research to identify most viable channels to help build commercialization strategy. Reviewed import data, customer interviews, industry research to develop a brand segmentation strategy that speaks to targeted industries.
<i>EXAMPLE 5</i>	

Please note: Content was provided by pre-qualified consultant

<b>Project Title</b>	Brand and Packaging Strategy
<b>Client Type</b>	Food Processor
<b>Type of Market Development Planning Report Developed</b>	Marketing Plan, Export Plan, Branding Strategy
<b>Scope of Market Development Planning Services Provided</b>	Strategically set the brand foundation for a significantly expanding product line, speaking with intent to consumers on the UVP offered by the brand. Reviewed North American competitors to validate the key points of differentiation to help set the growth strategy. Formulated retail marketing strategy and promotional activity to drive awareness.

Please note: Content was provided by pre-qualified consultant