

Few food and beverage brands are actively  
looking for another advertising agency.  
But most have an insatiable appetite for growth.  
**That's where we come in.**



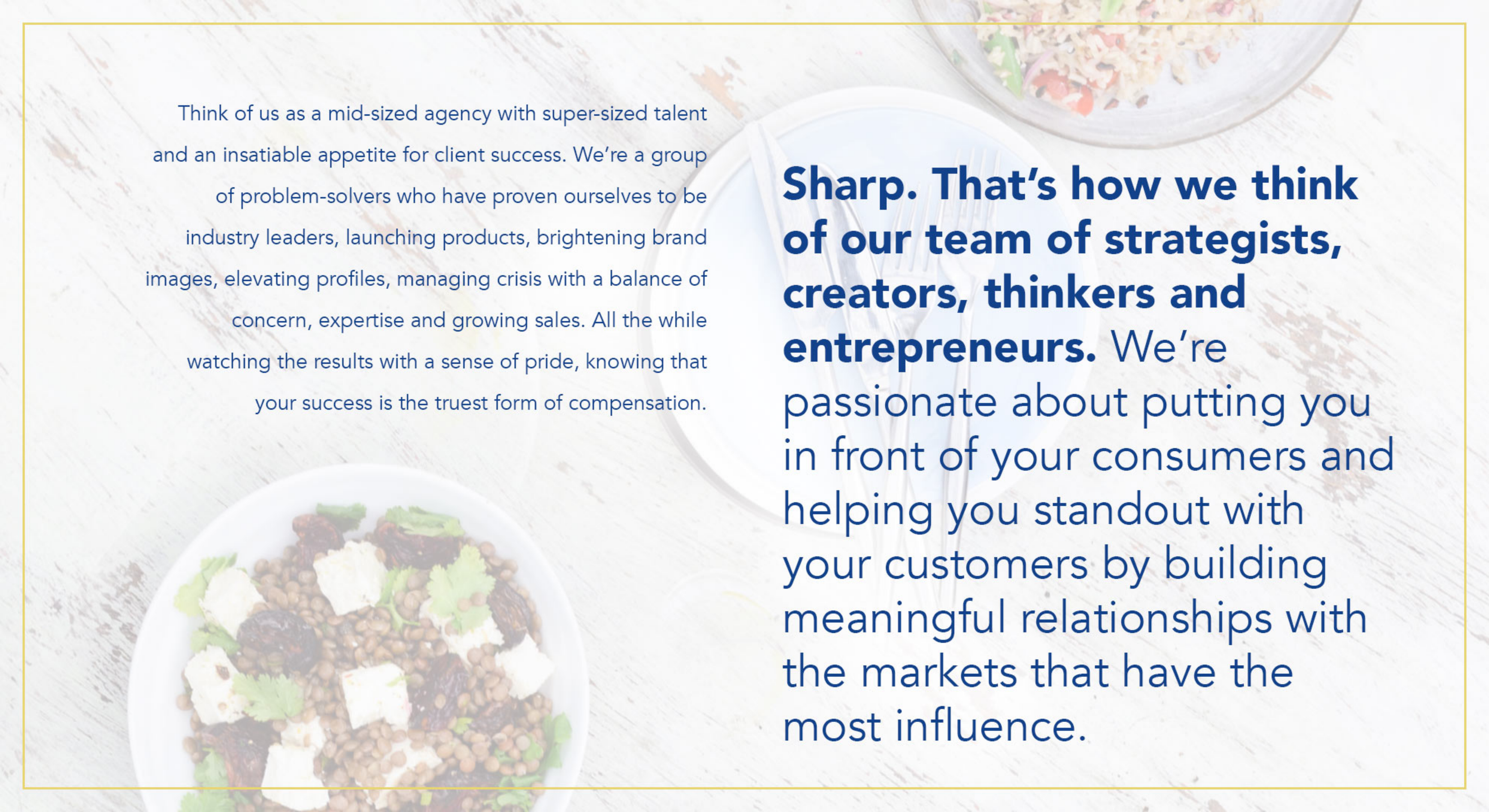




**With the help of RMD,**  
our clients can better relate  
to both their customers *and*  
consumers from an  
emotional perspective as  
well as an intellectual one.

With an expertise in the food and beverage industries spanning nearly 30 years, RMD documents tangible results for a variety of growing and continuously emerging challenger food brand clients. What sets us apart is our understanding of your unique challenges and our ability to provide you with opportunities that will ultimately grow your brand and boost sales. We will help you sell your product while strengthening market share through hard-thinking brand strategy, powerful digital programs, an attention-grabbing social presence and an ROI-driven public relations model.





Think of us as a mid-sized agency with super-sized talent and an insatiable appetite for client success. We're a group of problem-solvers who have proven ourselves to be industry leaders, launching products, brightening brand images, elevating profiles, managing crisis with a balance of concern, expertise and growing sales. All the while watching the results with a sense of pride, knowing that your success is the truest form of compensation.

**Sharp. That's how we think of our team of strategists, creators, thinkers and entrepreneurs.** We're passionate about putting you in front of your consumers and helping you stand out with your customers by building meaningful relationships with the markets that have the most influence.






**A great public relations strategy** is the silent partner in any organization's success story.

We base our solutions on a thorough examination of you, your brand, your consumers and your customers while growing sales through third party endorsements and awareness that generates meaningful conversations.

Our greatest asset is our ability to tell your story through tenacity, perseverance and impeccable communication skills. That means pinpointing both obstacles and opportunities that serve your brand, while growing relationships with an objective voice.





By targeting and engaging with key influencers, we put your brand at the center of buzz-worthy conversations. Custom content is always delivered in your voice. Trends are always monitored. Growth opportunities are always taken advantage of ... all to boost your brand's visibility.

**We develop and manage social media channels** that focus on growth, while still nurturing the relationships you have with current brand lovers. We know a brand influencer is a valuable thing.





**Advertising is a powerful tool.** It's been known to hype great products, sway public opinion, make impressions and strengthen relationships.

Although the way consumers absorb information has evolved, the necessity for a tightly focused creative strategy has remained intact. RMD uses creativity to fight through the ever-crowded traditional digital landscape to deliver the power a brand needs to influence your audience on every screen. We know how to reach consumers with smart PPC campaigns, engaging SEO strategies, captivating web and e-marketing, jump-off-the-shelf food package design, in-store promotions and inviting print and broadcast. Our strategic approach to creativity increases consumer engagement and grows sales in every aspect of your business.



As a fully integrated advertising agency, we believe it's our responsibility to not only lead the food and beverage categories, but to also be a pillar of excellence by guiding our clients with superior knowledge and expertise. We're proud to be regarded as a strong and intelligent voice for our brands.

**We know** you expect us to be a well-oiled extension of you – an ambitious partner that looks out for your business as much as you do.







## What we do best for our food and beverage clients

**Brand Strategy** – Ensuring your brand grows to be the category leader you envision it to be. Brand strategy is only effective when it includes a thorough and comprehensive plan that truly drives your company to the next level through an intelligent assessment and strengthening of your brand positioning.

**Advertising** – Creating content that stands out to the consumer ... visually as well as the written word through print, broadcast, in-store, package design and event marketing.

**Digital Advertising** – Driving consumer awareness across all screens with smart digital strategies applied to Amazon, AdWords and social media, focusing on SEO, PPC, web marketing and e-marketing.

**Influencer Marketing** - Recruiting, training, press kit preparation and sharing, scheduling, quality control and tracking influence as well as engagement according to CPG industry standards. We also negotiate full use of these assets for our food brand clients.

**Website Development** - Expertise in web applications, mobile apps, SEO-friendly responsive, mobile, custom coded, CMS and WordPress websites, e-marketing and web marketing.

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## What we do best for our food and beverage clients

**Public Relations / Media Relations** – Pitching, rattling and rolling for your food brand with radio, television, influencer marketing, print media for consumers, national media and business publications, as well as experiential and sponsorship engagements.

**Content Creation** - Shoot lifestyle images, tablescapes and product "yum" shots through the consumer's eye. Curating imagery, video, animation, meme and infographic branded assets that attract and retain brand lovers.

**Social Media** – Monitoring, listening, engaging and analyzing the consumer on behalf of your food brand. We'll plan, strategize and execute for maximum reach.

**Co-Marketing** - Acting as a matchmaker to likeminded brands, marrying brand communities through sourcing, content development and giveaway execution.

**Crisis Management** – Ensuring that your brand is represented positively during and after a food crisis. Food can either nourish us or act as a toxin. We'll safeguard your brand with pointed messaging when you need it most.



RMD's ideas address our clients' challenges with solutions embodying the words; sharp, smart, passionate, gratitude, problem-solving and creative.



[RMDadvertising.com](http://RMDadvertising.com)