



Case Study

The Challenge

A respected contract manufacturer in the food industry needed a Story and brand that reflected its 4x growth and emergence as a top supplier to the biggest names in healthy snack foods.

Our Solution

WordWrite employed its proprietary StoryCrafting® process to identify the heart of the brand's story and create a new name, brand and logo for the company.

Client Takeaways

After our StoryCrafting® engagement, the company was able to share an evolved version of its story that better represented its value to its current clients.



Contract Manufacturing

Helping a family-founded firm evolve its story

One of the nation's top contract manufacturers of healthy snack food products began as a family company. It had grown to be a top supplier to some of the best-known and biggest names in food. It wanted to share this important story through a new brand and identity that reflected its focus on food produced to the highest safety standards and with a focus on enriching the community, the environment and the workplace. For help in uncovering and developing this overall story, the manufacturer turned to WordWrite.

Introducing *StoryCrafting*®

WordWrite specializes in uncovering an organization's Capital S Story, the story above all others that explains why someone should buy from you, work for you, invest in you or partner with you.

Our trademarked StoryCrafting® service is guaranteed to uncover an organization's Capital S Story and put it on the right path to share it with the right audiences, at the right time and in the right places where prospective clients make decisions.

Finding the Story

The firm's StoryCrafting® session began with a "deep dive" meeting with top leaders from the manufacturer and the WordWrite team. We asked these key stakeholders a series of questions about the company's characteristics and market as well as current marketing efforts and resources. Additional interviews were scheduled and the plan for the coming engagement was solidified.

The company began as a family-owned chocolate company named for its founding family. In 2000, the current CEO took the reins of the company and refocused it on a very important business: Working with established food manufacturers to produce their name-brand products to their exacting specifications. Within a dozen years, the company had more than quadrupled, becoming one of the world's largest contract manufacturers of snack products. The company of the 21st century was far removed in size, capability and even product mix from its small family company origins.

For example, many of the company's current products don't even include chocolate. The CEO believed his company deserved an identity reflective of its true 21st-century focus. He turned to WordWrite to create a new name and corresponding identity for the company.

For the company, two audiences were most important: the small universe of large food manufacturers (10-25 companies such as Kellogg's, Cadbury, Hershey, etc.) that could hire the company to produce snack products; and the local community that the manufacturer calls home, which is also the source of potential new hires, who are very important as the company grows.

The industry audience is sophisticated and driven by regulatory and sustainability considerations that didn't exist even 10 years ago. For instance, buyers frequently require contract manufacturers to complete sustainability questionnaires and closely review website language for values and behaviors before contracting. On the local level, as the contract manufacturer grows, it's introducing itself to potential employees for the first time. Because of the nature of its business, it was not a household name before or after the rebranding. The company wanted to use the rebranding as an opportunity to acquaint the local business community and potential employees with the company, positioning it as a desirable place to work and grow a career.

Outcomes

To rebrand the company, the team began with a clean slate. In a half-day brainstorming session, team members identified the core principles and behaviors that defined the company and its success. From this exercise, some common elements emerged: A commitment to the highest standards of quality and production; a focus on doing what's right; a commitment to ethical foods.

To represent the company accurately, the new brand and identity had to incorporate these elements in word and design. To create the new name, the team brainstormed synonyms representing the core values and behaviors and landed on the new name that led to a unique brand that said it all in one word.

For the visual representation of the brand, the team brainstormed the most trusted names in assuring the safety of food and consumer goods – including Good Housekeeping. A common theme that emerged was that most of these entities seemed to have a kind of shield or symbol that communicated safety. From this discussion, the company's new logo was born.

CONTACT US

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