



Producing a **complete marketing portfolio** for a household name.

When Hormel Specialty Products, a division of Hormel Foods Corporation, decided to hire a full-service marketing firm that would provide the attention it deserved, it called Snow Communications. We were tasked with strengthening visibility of this business-to-business division in an effort to support the sales team. That was 2003. Today, Hormel Foods is still a highly valued client and the partnership is stronger than ever.

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food products, many of which are among the best known and trusted in the food industry. The company enjoys a strong reputation among consumers, retail grocers, foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value.

OUR OBJECTIVES

- Position Hormel Foods as the most trusted source and leading supplier of quality food ingredients within the food manufacturing industry.
- Support Hormel's business development efforts through public relations, advertising, trade show marketing, and overall brand development.
- Drive new business opportunities for the company, and ultimately increase sales.

OUR ACTIONS

- Successfully maintained a comprehensive PR program that's brought in dozens of positive media placements and new business inquiries.
- Developed and launched targeted print and online advertising campaigns that get attention. Received consistently high marks in ad study surveys conducted by publishers.
- Redesigned the Hormel Specialty Products website (www.hormelingredients.com) to help promote Hormel Food's ingredients for food manufacturers. To allow for easier customer interaction, the new website features more detailed ingredient listings, news and blog sections, interactive menus, and a sample request form.
- Designed and printed new marketing collateral for the division's multiple units, including pocket folders, sell sheets and a comprehensive ingredient database.
- Provided annual tradeshow support, including media coordination, graphic development, and overall booth design.

THE RESULTS

- Continued annual sales growth
- Media penetration included key publications in the food and packaging industries: *Food Business News*, *Contract Packaging* and *Food Product Design*.

“ In terms of marketing, we are light years ahead of where we were, thanks to Snow Communications.”

- Greg Baskin, National Sales & Marketing Manager