

MarketPlace (www.market-pl.com)

THE FOOD MARKETING AGENCY, MarketPlace was formed in order to meet a growing need for a full-service marketing communications partner dedicated to the food and beverage industry. Simply put, we are a diverse group of experienced food and ingredient brand activists who are passionate about helping your company thrive.

We are devoted to cultivating custom marketing solutions through an abundance of branding, technological, and creative tools, all based on a true understanding of your business. You can expect targeted, collaborative strategy first, followed closely by the appropriate, brand-bolstering carry through. Our mission is to use our unrivaled industry wisdom, as well as our desire to rally around your company's goals, to excite a positive, creative revolution in your market.

Established by marketing and technology professionals who have an extensive history of success in the food and beverage



industry, it is only natural that our focus followed suit. Our MarketPlace is your MarketPlace, and from a project's inception to its finale, WE GET IT.

Our customers are both consumer and business-to-business companies and, as a result, we benefit from having first-hand knowledge of a product's entire life-cycle – from ingredient to finished application and from commercialization to consumer promotion. The combination of our food industry and agency experience allows us to fully understand marketing brands through highly developed strategies, all based on our expertise in marketing communications, technology, and dynamic design.

Our core competency is our ability to think strategically, as well as deliver creatively and tactically. In essence, we become an extension of our customers' internal resources in a collaborative effort to develop customized plans that grow your business. Once we fully grasp your goals, what

we deliver can take many forms, including inspired branding, engaging package design, sophisticated online tools, targeted campaigns and promotions, and strategic presentations and sales tools.

Having been described as Brand Activists, the MarketPlace team is characterized by a relentless fixation on crafting complete marketing solutions that exceed your expectations and generate fresh, valuable opportunities in your market. Here you'll find the business savvy to the intrepid designer; the marketing communications confidant to the technologically trained. We're distinct because of the sheer breadth and depth of our relevant skills, and our forte is how we apply these skills, perfectly aligning your objectives with measurable results.

So you see, we're not just Brand Activists - we're YOUR Brand Activists.

Is yours a company that desires to define the food and beverage market in new and iconic ways? If your answer is yes, then we should talk. Go to www.market-pl.com to learn more and to visit our Facebook and Twitter pages, or call us at 314.647.9500.



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