

# *Making Choice Easy*



The Foyle Food Group are one of Northern Ireland's leading food processing companies, supplying beef to many of the UK and Europe's leading supermarkets.

Hamill Bosket Dempsey enjoys a long working relationship with The Foyle Food Group. For almost twenty years we have helped The Foyle Food group realise their strategic marketing objectives.

As a major player in their field, our client wanted to increase their global presence by commissioning Hamill Bosket Dempsey to embark on a major re-branding which would help them leapfrog their competitors.

Building on past experience, existing reputation they wished to move ahead with confidence, acting appropriately and striving to impress their clients, by improving their brand & product offering.

Our first priority was to create a brand which was unique and memorable and reflective of a progressive global company.

The need to communicate a consistent message at every level would be key to future success. Hamill Bosket Dempsey facilitated a structured brand development workshop to establish the platforms which would direct how the brand would express itself through services, products, relationships and communication activity, both externally and internally.

Having identified company Mission, Vision, Proposition and Values we established that 'Making Choice Easy' would be at the Essence of all future marketing activity.

The Foyle Corporate brand was supported by the development of a number of unique product brands which would be available to European distributors at three levels: Good, Better and Premiere. Each of the product brands are supported by individual websites, sales literature and packaging.

The new Foyle corporate brand is currently being introduced through a series of short movies, web, sales and marketing literature. Further brand applications include site signage, exhibition materials and distributor support materials.