

KENT PRECISION FOODS GROUP

CHALLENGE

Over the course of twenty years, Kent Precision Foods Group quietly grew into a leading provider of specialty food products to all segments of the foodservice industry. Their brands became household names in the segments they served. However, the sum of those parts didn't add up to the combined equity needed to move KPFG towards its aggressive growth objectives.

SOLUTION

UPBrand was brought in to formulate a new strategy. Our discovery process led to recommendations for a streamlined brand architecture and positioning strategy designed to create crossover equity of branded products, and to create a more evident synergy between KPFG divisions.

The company's visual identity now represents a new level of cohesiveness. Using a branded color paradigm to the signature style, the identity is brought together with a geometric icon that symbolizes the synergy of the divisions working together.

This new strategy inspired a reconceived visual approach for the company and its flagship product brand, Foothill Farms.

All of the Foothill Farms' cues are designed to convey the great tasting fresh quality of FHF products while highlighting one of the brand's differentiating characteristics—the ease of use for chefs and other kitchen staff. Hence, "Versatility is Delicious".

RESULTS

KPFG's new strategy clarified their value proposition internally and to key markets while infusing a new energy in their corporate and marquee product brands. A fresh new approach to their advertising mix includes greater integration of non-traditional media and has kick-started public dialogue unlike anything KPFG had experienced before. The company, its brands and its sales force are enjoying new momentum that was just the ingredient they needed to complete their recipe for a successful future.

"The new strategy and creative execution looks terrific and is doing exactly what we wanted it to do."

– Jamie Collins, Director of Marketing, Kent Precision Foods



Kent Precision Foods Group
Foodservice

