



ADVERTISING & INTEGRATED MESSAGING

INTEGRATED INBOUND MARKETING: THIS ISN'T YOUR GRANDPARENTS' MARKETING WORLD

THE ASENZYA CASE STUDY



A BRAND STUCK IN THE PAST

The golden age of marketing has arrived. Integrated inbound marketing is changing the game. A paradigm shift opportunity has arrived for medium-sized companies like Asenzya – companies with big goals and moderate to modest budgets. Now they can have worldwide reach and compete on basis of ideas, not money or critical mass. Initiative and energy win the day. Early adopters in every category can anticipate tremendous success through integrated inbound marketing.



Asenzya, Inc. (formerly known as Foran Spice Company) is an industrial spice and seasoning company that caters to mid-sized food companies. Their brand was mired in the past. While they had evolved into a progressive seasoning company, they were struggling to get the attention of new food companies. Clients perceived their brand as “old school.” Business was down from 2008–2014.

WHAT IS INTEGRATED INBOUND MARKETING?

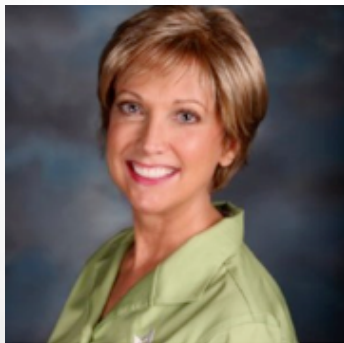
Inbound marketing uses content to drive traffic and search engine optimization (SEO) to a brand's website, convert them to leads using offers, nurture leads and convert them to customers with automated email and workflows.

However, integrated inbound marketing goes further to properly integrate inbound campaigns into the strategic marketing plan – not treat it as a stand-alone campaign.



TIME FOR A REBRANDING EFFORT

Asenzya CEO / President Patty Goto made the bold strategic decision to reposition her company as a creative, innovative and culinary-driven organization. The company invested heavily in research and development, hiring charismatic Dax Schaeffer as Corporate Executive Chef / Director of Culinary Innovation. Not only is he a creative, driven chef, but also a thought leader in the area of trending food spices. Patty hired Chris Anderson as Vice President – Business Development and Marketing, and brought in STIR to reposition the brand with the new vision she had for her company.



Patty Goto
CEO / President



Dax Schaeffer
Corporate Executive Chef / Director of Culinary Innovation



Chris Anderson
Vice President – Business Development & Marketing



THE PLANNING PROCESS REVEALED A NEW STRATEGIC POSITION

Though a strategic planning process that included workshops and competitive research, STIR quickly identified the most marketable attributes of the company and refined its marketing strategy, settling on three key personas that seek the culinary creative support Asenzya can provide.

CORPORATE CHEF:

Intent on proving the intrinsic value of a product, the corporate chef is aware of the creative process in cooking and is always looking for new flavors.

RESEARCH & DESIGN:

An analytical thinker who seeks a money-saving process that fills a need within their company, this persona is interested in new technologies and innovation, all while staying ahead of the competition.

MARKETING / BRAND MANAGER

There's proof in the data and numbers. Through innovative thinking, this persona wants their products to look smart and creative while adhering to their budget.



LADIES AND GENTLEMEN: THE NEW BRAND POSITIONING

Asenzya makes new food products more appetizing and successful with fresh ideas and culinary science, extraordinary flavor profiles, leading-edge thinking and support.



A NEW IDENTITY WAS IN ORDER



PRIMARY BRAND COLOR
LOGO / MAIN BACKGROUND S



SECONDARY BRAND COLOR
SECONDARY BACKGROUND / ACCENT



THIRD BRAND COLOR
HIGHLIGHTING / SECOND ACCENT



MAIN BODY COPY



PRIMARY TYPEFACE

ARKHIP (REGULAR) Main Headers - Text - Tagline / Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Typeface

Myriad Pro (Regular) Body Copy

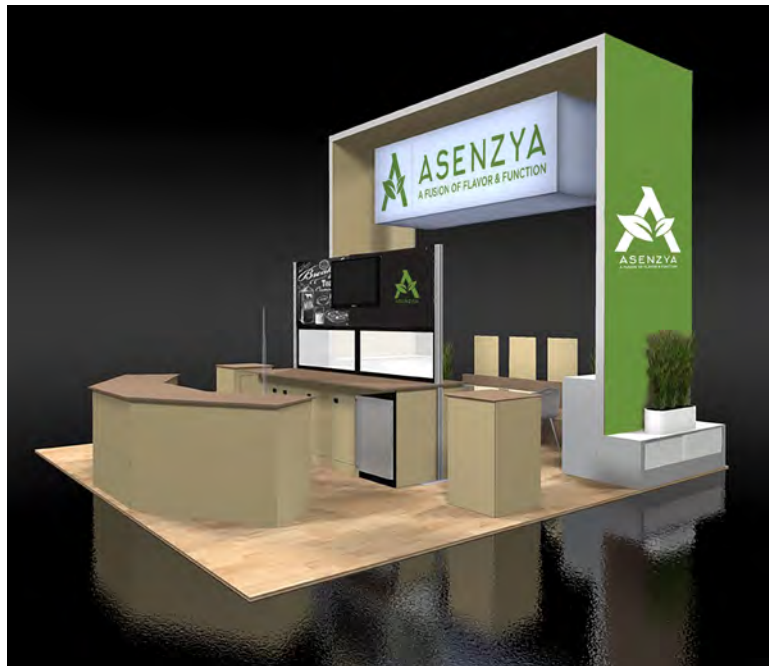
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The new positioning would not gain traction with the old name and logo. A complete change from the past was necessary. STIR developed a new company name, themeline and logo that embody creativity, culinary appeal and contemporary innovation. The new themeline, “A Fusion Of Flavor & Function,” helped reposition the updated brand and reinforce Asenzya’s strategy of combining food science and culinary creativity.



stirstuff.com

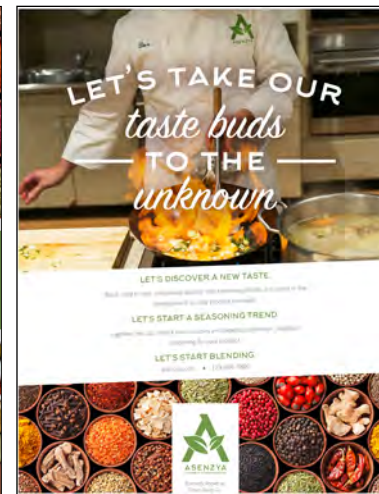
LAUNCHING ASENZYA



Trade show booth design



Trade show banner



Print ad



Name Change PR Campaign (7:1 ROI)



Asenzya's new brand was introduced at the Institute of Food Technologists 2015 trade show, IFT15, in Chicago. STIR integrated traditional marketing elements (advertising, public relations, trade show booth design and signage) to engage new consumers and generate potential new leads. In addition to the traditional marketing elements, STIR also launched an integrated inbound marketing campaign that included the following components: an updated and optimized website, email blasts and content initiation.



stirstuff.com

WEBSITE

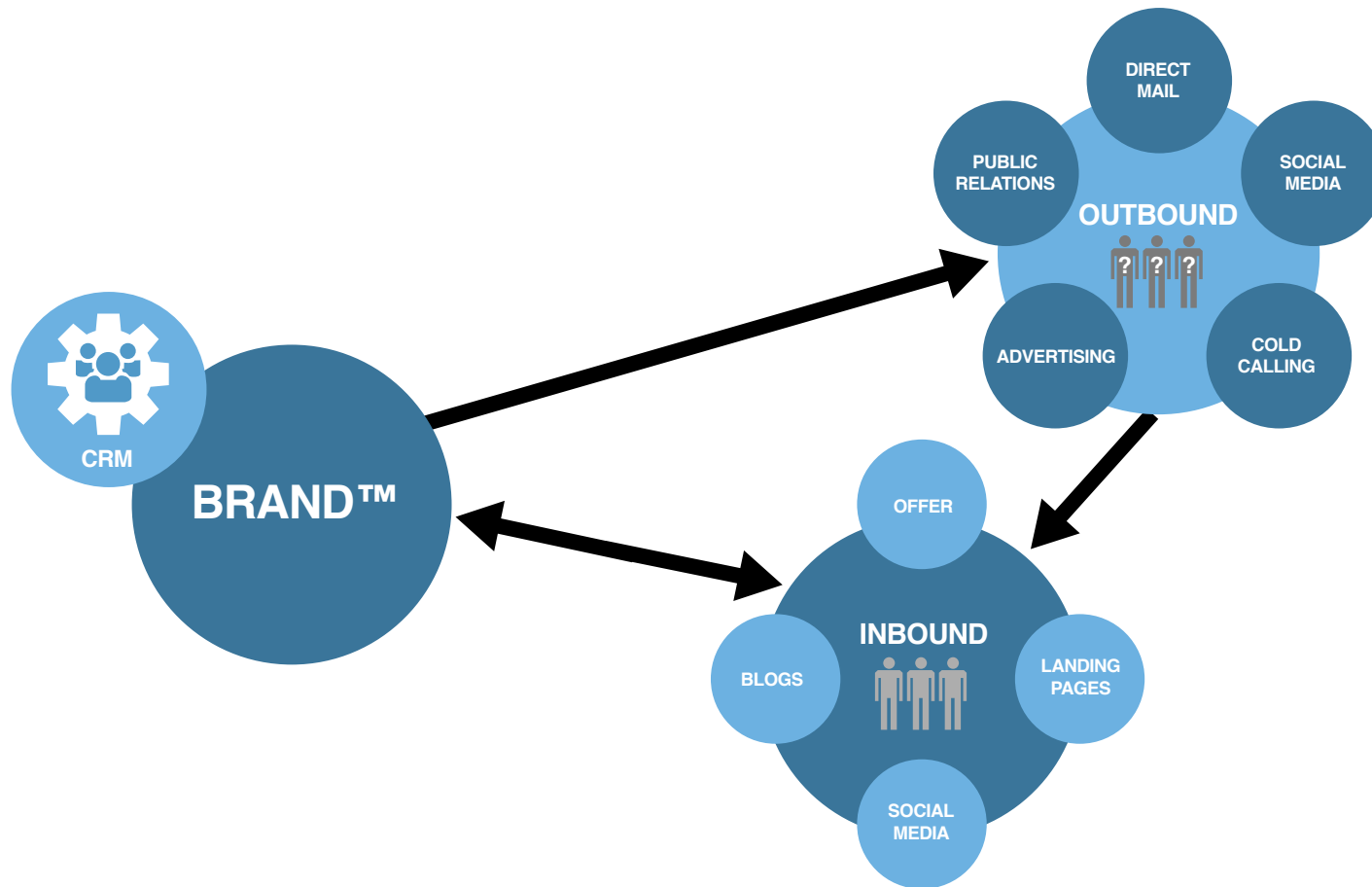


A new, responsive website was developed and launched. Designed specifically to reposition the brand, rank high for keyword sequences (SEO) and house content that drives traffic, leads, conversions and business (ROI).



stirstuff.com

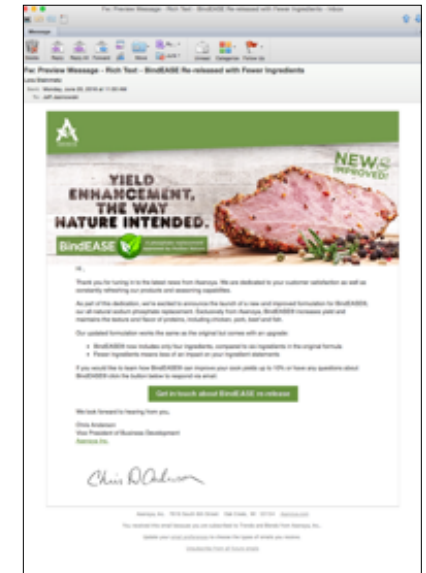
INBOUND MARKETING



STIR used integrated inbound marketing to create and leverage content that drove SEO and attracted targeted leads for Asenzya. We changed their position from the advertisers of branded content to the publishers of branded content. Augmented with public relations, organic and paid social media, PPC and event marketing, these tactics brought in leads through their website, which we nurtured with email marketing and turned over to Asenzya's sales team to close. These techniques have helped Asenzya attract new leads and clients nationally and internationally. In less than a year, integrated inbound marketing has helped Asenzya transform into a recognized thought leader in the food industry.

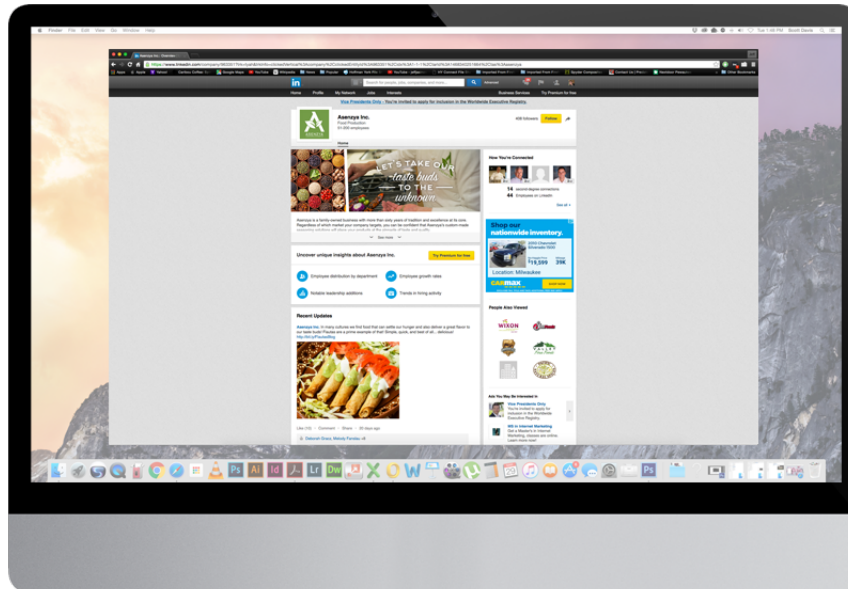


CONTENT STRATEGY

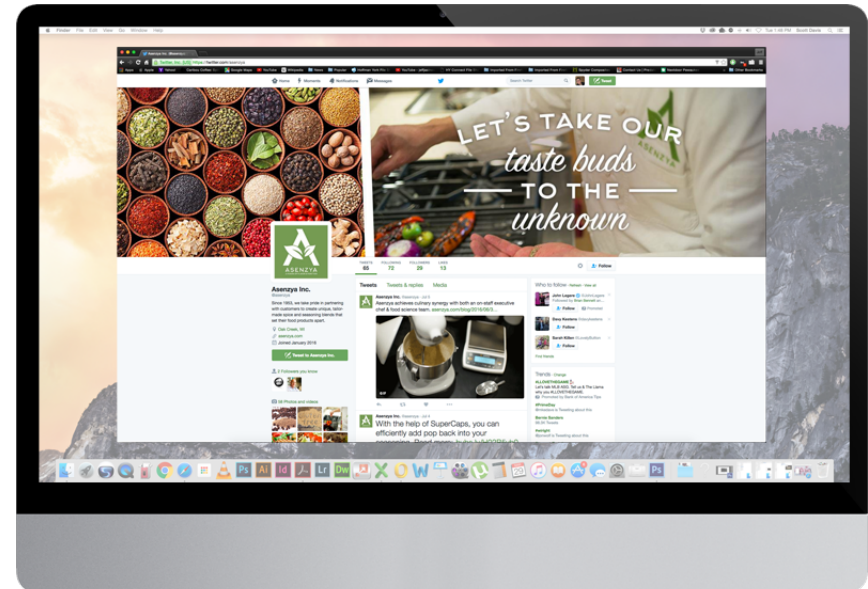


STIR helped Asenzia launch its trending flavors content. Whitepapers were developed to boost website SEO rankings and attract specifically developed personas and audience segments. The content was promoted in a variety of ways using Hubspot and traditional advertising methods. Additionally, STIR facilitated development of the company newsletter to maintain relationships and foster brand awareness and blogging on strategically relevant topics.

SOCIAL MEDIA



LinkedIn



Twitter

The database of targeted personas is grown and cultivated through ongoing social media and public relations efforts. STIR manages social communities through LinkedIn and Twitter, and uses these media for highly targeted ad buys to promote content.



stirstuff.com

THE RESULTS: A TIRED BRAND GETS SPICED UP

BUSINESS RESULTS (2016)

- **INCREASED VOLUME: DOUBLE DIGIT GROWTH**
- **STRONG REVENUE GROWTH**

The new name and integrated inbound marketing strategy continue to strengthen Asenzya's value proposition in the food manufacturing marketplace.

The combination of a culinary sales approach, stronger web and digital presence and a defined integrated marketing strategy keep delivering a synergistic effect on business results.

Asenzya is now generating valuable customer interactions on multiple levels through:

- **CULINARY SALES STRATEGY**
- **INBOUND MARKETING**
- **OUTBOUND MARKETING**



stirstuff.com

BELIEVE IT OR NOT, YOU HAVEN'T SEEN THE WHOLE STORY.
FOR MORE DETAILS OR TO SEE MORE CASE STUDIES, CONTACT BRIAN BENNETT, PRESIDENT.
BRIANB@STIRSTUFF.COM OR 414.278.0040

STIR ADVERTISING & INTEGRATED MESSAGING
stirstuff.com 414.278.0040 330 E. Kilbourn Ave., Suite 222, Milwaukee, WI 53202

