

## Case Study

# Lizzie's Food Factory



**Project:** Branding, content creation, sales and marketing campaigns

Supplier of wholesale cakes, traybakes, wrapped cakes & savouries, including gluten free & vegan, to cafes, coffee shops and independent traders. Handmade in Sussex.

## The Brief

To launch Lizzie's new own brand Christmas hamper

To promote Lizzie's Cakes Direct, a new online cake delivery service



## Activities

Devised sales and marketing strategy

Organised and led new product photoshoot

Designed new festive logo, flyers, labels, advised on packaging and managed printing

Wrote copy for leaflets, website, sales letters and PR

Built specialist media lists for product sampling

Led all PR activity and media outreach

Liaised with regional business associations such as Sussex Enterprise for marketing opportunity to members

## Successes

90% increase in website hits during 4 month campaign period

Over 500 festive hampers were sold during the launch campaign

Greater awareness of the company within the business community in Sussex

A stronger relationship with key business networks in the region

Press coverage in the local media

A professional and up-to-date portfolio of sales and marketing materials including an extensive range of high quality photographs

“We found Aneela and her team very professional and easy to work with, the campaign was a great success and we went on to build on the foundations laid down by it to even greater sales the following year.”

**Liz Judd**

Managing Director