



SITUTATION

Wixon was a 100-year-old company that had gone out of date. Owned by foreign corporations until 2004, Wixon changed hands and new management took over. In 2007, they hired I Imagine Studio to revitalize their brand and create a consistent, recognizable identity for the company.

RESEARCH

To enable us to better differentiate the company from its competition, I Imagine Studio:

- Reviewed Wixon's sales sheets, presentations, and collateral materials
- Conducted competitive research
- Interviewed key stakeholders
- Held workshops with members of Wixon's management team

IMPLEMENTATION

Brand Positioning: Based on our research, I Imagine Studio identified Wixon's true brand promise: Service-Driven Culinology.

New Branding: I Imagine Studio created a new logo that modernized Wixon's image. We also created a new tagline, "Blending innovation with a passion for service—since 1907," to preserve Wixon's tradition while better communicating their value proposition.



Trade Shows: I Imagine Studio produced marketing materials for a number of industry trade shows. For the Institute of Food Technologists show in Atlanta, we created a tabletop presentation and posters, which will be used at twelve subsequent IFT shows throughout the year.

I Imagine Studio also designed a booth display and banner for Snaxpo. And we produced a pop-up booth, posters, and an email newsletter for the Research Chefs Association show. The materials were tailored for each show to highlight Wixon's capabilities and products.

Website: I Imagine Studio is in the process of designing and developing a new website. This includes:

- In-depth descriptions of unique product lines
- User-friendly explanation of Wixon's scientific and culinary capabilities
- Databases of specialized food flavoring solutions
- Customer service section
- Industry news and trends

WIXON
Blending innovation with a passion for service since 1907

Let's do lunch!
Stop by booth 235 for a great meal on me!

"I am serving my low-sodium Floribbean Marinated beef tenderloin topped with my signature Mandarin Orange Chantilly sauce and a side of Jamaican Pineapple Mango Vegetable Toss! It also features KClean Salt, an innovative salt substitute with 50% less sodium, but with 100% full flavor. Be sure to try it."

Chef Jud McLeister

WIN THIS!

Plus bring this email to booth 235 and you could win an All-Clad Cop-R-Chef 5-Piece Copper-Clad Cookware Set, a \$500 value!

The set includes a 10-inch fry pan, a 2-quart saucepan with lid, and a 4-quart casserole with lid. I picked it out myself, because I know it is just what every professional chef needs for his or her home cooking!

Let me introduce myself

For those of you who don't know me, I am the Corporate Chef at Wixon and a Founding Member of the Research Chefs Association. I will be at Booth 235. Please stop by to say hello!

NEED SOMETHING NOW?

Then call us at 800.841.5304 or email us at jud_mcleister@wixon.com today!

Of course, we want to get to know you!

While you're visiting me at Booth 235, let me introduce you to Wixon. We celebrated our 100th anniversary in 2007 and we're one of the nation's leading producers of food ingredients, including custom generated spices, blended seasonings, and sweet and savory flavors. We offer complete R&D and product development services, packaging, warehousing, and delivery to the Food Service and Retail industries. As a sign of our commitment to excellence, we were one of the nation's first major food ingredient companies to be certified under the ISO 9001:2000 standard!

RESULTS

The response to Wixon's new branding has been overwhelmingly positive:

- The changes were easily implemented and allowed for a hundred-year-old company to evolve without sacrificing its values and traditions.
- The new branding presented a unified vision for the company and created enthusiasm among Wixon's employees.
- Wixon has been invited to provide editorial interviews and participate in industry conferences.
- The electronic newsletter generated a 42% read-through rate, which is an all-time high for Wixon, and well above the industry average.