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MISSION

To be the most effectively creative agency for a select group of food and beverage clients.

MANTRA

Ideas wide open.

PROFILE

Food & Beverage, Foodservice Specialists

CORE PRODUCTS

Strategic Services	Strategic planning, brand positioning and development, promotion strategy and planning, media strategy and planning, key account strategy and presentations
Creative Services	Print, broadcast, digital, direct mail, promotional programs, event, merchandising, training materials, outdoor, point-of-purchase materials, package design, identity development, video editing
Digital Services	Site development and production, online brand management and audience dialogue, online promotions, database design and management, SEO/analytics, web video, e-blasts, print-on-demand
Culinary Services	Menu/recipe development, product development, category and product competitive reviews, food and beverage trend reports and presentations, menu gap analysis
Public Relations	Planning, implementation and measurement, media relations, issues communications, cause-related outreach, internal and external communications, sponsorship and event management, media training

CLIENT LIST

Chobani	
The French's Food Company	French's Mustard, Frank's RedHot, Cattleman's BBQ
Sweet Street Desserts	
Starbucks Foodservice US/Canada	We Proudly Serve Starbucks Coffee, We're Serving Seattle's Best Coffee, Tazo Tea, Fontana, Torrefazione Italia
McNeil Nutritionals	Splenda, Sun Crystals
Bush Brothers	
NatureSweet Tomatoes	
Unilever Food Solutions	Hellmann's, Knorr, Le Gout
Source1 Purchasing	
Springfield Regional Arts Council	

PERSONNEL

35+ communication professionals

YEARS IN BUSINESS

29 years

CONTACT

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