



305 W. Mill Street, Suite 300
 Springfield, MO 65806
 p 417.885.4500
 f 417.823.0679
 www.marlinco.com
 twitter.com/marlinco

MISSION

We are driven to make ideas which create greater connection between leading food brands and B2B/B2C customers.

MANTRA

Ideas wide open.

PROFILE

Food & Beverage, Foodservice Specialists

CORE PURPOSES

Strategic	Strategic planning, brand positioning and development, promotion strategy and planning, media strategy and planning, key account strategy and presentations
Creative	Print, broadcast, digital, direct mail, promotional programs, event, merchandising, training materials, outdoor, point-of-purchase materials, package design, identity development, motion editing
Digital	Web site and mobile app development, online brand and social management, web video and promotions, search and content marketing, user analytics, CRM integration, e-blasts, print-on-demand
Culinary	Menu/recipe development, product development, category and product competitive reviews, food and beverage trend reports and presentations, menu gap analysis
Public	Planning, implementation and measurement, media relations, issues communications, cause-related outreach, internal and external communications, sponsorship and event management, media training

CLIENT LIST

The French's Food Company	French's Mustard, Frank's RedHot, Cattleman's BBQ
Sweet Street Desserts	
Starbucks Branded Solutions US/Canada/EMEA	We Proudly Serve Starbucks Coffee, We're Serving Seattle's Best Coffee, Tazo Tea, Fontana, Torrefazione Italia
Frito-Lay	Miss Vickie's Potato Chips
Cobb-Vantress	
Bush Brothers	
Unilever Food Solutions	Hellmann's, Knorr, Le Gout
Springfield Regional Arts Council	

PERSONNEL

35+ communication professionals

YEARS IN BUSINESS

30+ years

CONTACT

Vanessa Brandt, Managing Director Account Service
vbrandt@marlinco.com
 Matt Rose, Managing Director Creative
mrose@marlinco.com
 Scott Bratcher, Technology Director
sbratcher@marlinco.com