



cracked.

FOODSERVICE MARKETING



Invaluable foodservice marketing expertise

Fluent, flexible and fluid

It's not often you find a marketing company with the same intimate understanding of the foodservice industry as you. Cracked helps generate business and increase impact for foodservice operators, catering companies, big brands and fledgling food and drink businesses alike. You'll gain a flexible and fluid foodservice marketing team:

- for strategic guidance and tactical thinking
- for mission-critical client and consumer insights
- for clever concepts and load-lightening hands-on help with campaigns, launches and the day-to-day.

"Cracked has managed to engage chefs and real foodies with their industry insight and creativity - all while making Quorn not just inspirational but also aspirational. Cracked even inspired us."

Tony Davison, Global Head of Foodservice - Quorn



"Cracked just get it. They deliver and with good value for money too."

Jon Siswick, Global Consumer Proposition Director - Compass Group

How you'll benefit

Our operator, supplier and even food marketing agency clients report five distinct benefits from their relationships with us.



1 You'll gain a deeper understanding.

Because we can bring you better insights, which lead to better strategies. We'll help you use real-world customer and consumer thinking to inform every decision you make.

2 You'll be offering compelling solutions.

Whether that's a brand offer, a service proposition, a food concept or even a single recipe. We think about the destination and the journey, and you'll find we deliver on detail too.

3 You'll really connect with your audience.

It's incredible what a difference proper engagement makes. With our help, you'll develop influential stories and a tone of voice which invites interaction.

4 Your business will continue to improve.

Everything we do is designed as part of a greater growth plan. That might include developing measurement tools or automated marketing systems, or even boosting the fundamentals of food sales and marketing.

5 You'll have a platform to build on.

We're not one of those marketing agencies just looking for an easy retainer. In fact, we don't like to call ourselves an agency, because we're more than that. We like to help you develop internal expertise, so that at some stage you feel ready to face future projects fearlessly, on your own.

Cracked open

Creative, persistent, precise and prepared for the challenge

We come from your world. We understand the challenges you face, from the strategic to the day-to-day, thanks to our combined decades spent working for industry suppliers, foodservice and hospitality operators and agencies too. Our experience covers commercial sales and marketing, communications, project management and creative and graphic design; we're creative, persistent, precise and prepared to challenge the status quo to get you the best results.

"We'd used marketing companies before, with limited success. With Cracked, we got so much more. Their input extended to conceptual, structural, commercial and strategic advice and we will continue to lean on them going forward to further support our growth ambitions."

Darryl Devenish, Director - Bridge Valley Group



Claire Nutter

Owner

Cracked's founder Claire has over 17 years' experience in foodservice. With some of the biggest names in the sector on her CV, devising and designing B2B and B2C strategic marketing propositions and creative communications is what she does best. Her last seven years client-side were at leadership level with full responsibility for marketing, food development and nutrition, providing the perfect platform for the creation of plenty of award-winning propositions. With an equally balanced commercial and creative eye on things, Claire isn't satisfied unless there's serious purpose behind each initiative.



Natalie Attard

Marketing Account Manger

Nat joined Cracked in October 2016, after five years' foodservice experience from Compass Group UK & Ireland. There, she was relied on as a specialist in communications, commercial management and operations engagement. No surprise that she's a dab hand at operationalising creative concepts to support maximum cut-through of commercial and marketing initiatives.



Annaliese Le Seilleur

Marketing Account Executive

Annaliese joined in July 2017. Aside from account management experience and her super organisational experience as an exec PA, outside of work she balances her love of good food with fitness and is a qualified PT and nutritional advisor. An invaluable lens, considering the growing focus on nutrition, health and wellbeing in foodservice.



Kial Cannon

Creative Designer

Kial is our resident creative designer and has been with us full-time since January 2018. He knows the Adobe Creative packages inside out and transforms our concepts to creative. He has plenty of other talents too, including the exceptional illustration and animation skills behind our Quorn Food Heroes, Hope and Max.

Your pick 'n' mix menu

Our core services

We support businesses who are short on internal marketing expertise, spare capacity or specialist foodservice capability. You can bring us in to help you on a project basis or on a longer-term retainer; either way, you'll get a service that's tailored and personalised for you. You'll find we add value in every area.

Research and analysis

Market, competitor and consumer behaviour research, including quant and qual, location and site visits. All data is analysed and presented for easy interpretation. *We help you to put your customers and consumers at the very heart of your solutions.*

Branding, solutions development and launches

The full creative service – or any part of it – including concept development, demo ideas, activation tools, design, content creation and copywriting, photography and videography, digital design and print – for pilot projects and total roll-out. *Whether it's a food concept, a recipe book or a single recipe, we can help.*

"They speak the language of branding and marketing, and they know our language too. Cracked made the whole journey easy for me."

Pauline Cox, Director of Foodservice - FoodSpace

Marketing communications

Including traditional point-of-sale solutions in print or digital format, development of trade and customer below-the-line advertising campaigns, translation of activity into briefing documents for internal roll-out or the development of annual communications and promotional plans. *We help you to create activity with impact for your external and internal audiences.*

"Cracked got to a tightly targeted selection of key decision-makers discreetly and really quickly to help us validate and challenge our thinking and shape it further."

Ross Mair, Project Director - Heineken UK

The sales process

Whether you need us to design and create your tenders, craft the copy for specific questions, create and design consumer solutions or you need a keen eye to proofread, *we can help any part of the sales process.*

Budget design and planning

Be it the creation and costing for annual marketing budgets or specific campaigns – we can support with the lot. And, when you're ready to resource internally, *we'll even lead or support your marketing recruitment too.*

Project management

On a local, national or even international level, we offer a single point of contact for everyone involved in every single client brief; defining strategy and tactics, setting phases and timescales, co-ordinating every aspect of project delivery and, naturally, *ensuring that everything is delivered on brief, on time and on budget.*

That's not all

You'll benefit in other ways too

Depending on which of our services you need, you'll enjoy other benefits as well. Best of all, because we know your industry inside and out, we hit the ground running. You'll see a number of differences quickly.

- We help you win and retain new clients, so your business can grow
- We help you increase your consumer base, the amount they spend and how often they visit you
- We're adamant that our input will improve your margins - or be cost-neutral at worst - because we are commercially minded
- When we help you plan for the future, we keep it realistic and manageable, so your teams feel confident they can deliver.



"The team at Cracked have a great understanding of our landscape, which makes working with them simple. They took the time to really understand what I wanted to achieve, delivered on time and produced brilliant quality!"

Rohan Slabbert, Head of Operations - Chartwells Independent
(part of Compass Group UK & Ireland)



"Working with Cracked is like a breath of fresh air. They have intergrated seamlessly into the business and they act and behave like our own internal specialist marketing department."

Phil Thornborrow, UK Head of Foodservice - Quorn

“The Cracked team are upfront and refreshingly honest; they’re willing to say it like it is. That’s what you want, what you need. I’d asked if they could run our social media marketing. They challenged that our aspiration should be to handle it internally. There’s not many people that would be so objective.”

Pauline Cox, Director of Foodservice - FoodSpace

“In a very strategically important innovation launch for us, the team at Cracked were able to challenge, test, validate and build on some of the assumptions we’d made internally as a team. Their commercial contract catering expertise, married with their research, gave us really valuable insight that addresses all parts of the launch strategy and it’s been a great addition to our own thinking.”

Ross Mair, Project Director - Heineken UK

“The Cracked team are very shrewd and they’ve taken our marketing activation to new levels. Communicating to chefs has always been a delicate exercise, especially discussing topics like health, wellbeing, sustainability and the growth and need for protein diversity. Cracked has managed to engage chefs and real foodies with their industry insight and creativity - all while making Quorn recipes not just inspirational but also aspirational.”

Tony Davison, Global Head of Foodservice - Quorn

“It’s fair to say that we didn’t really know what we wanted or what we needed when we found Cracked, yet we talked through our ideas with them and one of their greatest strengths was how quickly they grasped concepts and worked out what was required.”

Darryl Devenish, Managing Director - Bridge Valley Group



To speak with us, give us a shout on
0203 026 7480 or send us an email with a few points about
your situation to **hello@crackedmarketing.co.uk** and we
can arrange a time with you that's good to talk it through.



www.crackedfoodservicemarketing.co.uk