

Emergent

THE HEALTHY LIVING AGENCY

Your Solution Resource for Navigating Today's Food & Beverage Consumer Landscape

Emergent, the healthy living agency is a business strategy and integrated communications firm with expertise in, and commitment to, quality-seeking consumers, better-for-you food & beverage products and the healthier living space. We bring insight, creativity and deep experience to help construct the path to transformation and business growth.

Leveraging the New Food Culture Ecosystem

Eight food culture trends are transforming the food & beverage business. Aligning your business and leveraging your offerings to meet these consumer needs and interests, works to move from a transactional focus to a brand that matters deeply to customers – developing long-term trust and loyalty. **Emergent** helps translate these insights into strategic action.



The above graphic inspired by The Hartman Group, 2015 Culture of Food Report.

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- The Future of Food & Beverage is **consumer-centric**.
- Highly differentiated food & beverage companies are **solution-based specialists**, that evolve from a platform of **deep consumer insight**.
- Thus, a brand's value is enhanced as it better leverages the growing desire for **healthier, higher quality and honest food and beverage experiences**.



A brand's value proposition is made stronger in direct proportion to its ability to inspire and deliver:

- Higher quality food and beverage solutions
- Integrated with consumer culinary lifestyle aspirations
- Serving health and wellness goals
- Delivered via relevant sensory cues and food adventure experiences in store

Food & Beverage companies turn to Emergent as a strategic communications resource that helps drive both the story and store experience through:

- Food/culinary expertise & guidance
- Earned media
- Social channel engagement
- Consumer insight research
- Branded video content
- Store events/experiences
- Trading area outreach
- Strategic partnerships
- Employee engagement

Who We've Helped

Emergent helped transform the hard cheese category and expand business growth opportunities for share leader **Schuman Cheese**. First by helping eliminate widespread fraud and adulteration. And second by creating the industry's first trust mark program – **True Cheese®** – that supports product quality and ingredient transparency messaging.



Emergent worked with **Jamba Juice** to help map and implement their strategy to shift from smoothie shop to healthy lifestyle brand. Emergent helped create new business channels (schools), refine brand positioning, develop new relevant products – and new communications platforms including content creation with Jamba's **Healthy Living Council**.



How can Emergent help you?



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