



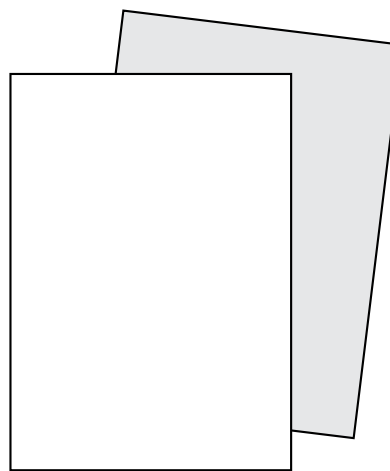
How to -

## DESIGN A TRADE PRESENTER

Chances are, if you sell food products to trade or any kind of B2B, you'll be very familiar with the good old trade presenter. Let us help you navigate the design of this piece, which falls at the cross-section of sales and marketing.

# BRIEFING CHECKLIST

---



So, what exactly makes a good trade presenter? File this checklist away for next time you're briefing your designer (or give us a buzz to help you out, anytime).

## 1. Know your audience

---

Identify who will receive your trade presenter, and in what format – print, digital, email, direct mail etc..

What motivates your audience? Information, inspiration, promotions? Have a think about the order of their priorities – it will guide the design of your trade presenter.

## 2. Determine your objective/s

---

What is the single most important thing your trade presenter needs to do or communicate? Articulate this in your design brief, as this will guide the way our graphic design team creates the layout.

## 3. Select your hero products

---

We know, it's tempting to add LOADS of products to your presenter, but trust us, pick a couple. It will make your presenter sing with confidence and clarity. After all, it's only a little double sided A4 flyer, it can't hold much!

## 4. Identify value over benefits

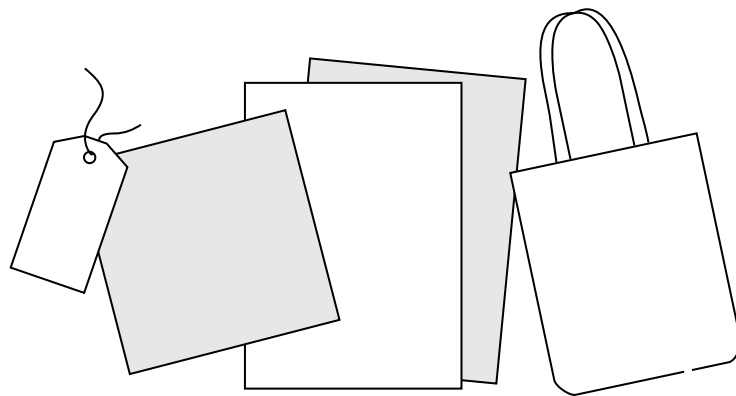
---

Whether you're writing the copy or we are, take a moment to identify the value of your product in the eyes of your customer, rather than creating a list of attributes. It's less interesting to read about a low fat, quick whipping cream than it is to understand this same cream will save prep time and allow for menu flexibility.

## 5. Spec your paper size

---

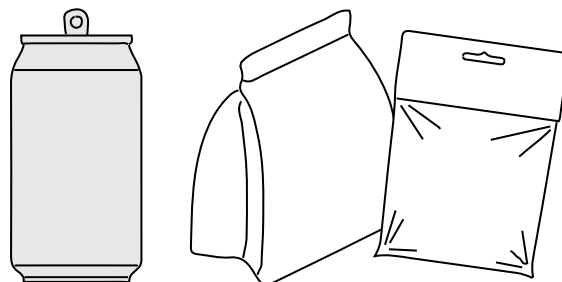
It's best to determine your print or digital paper size before briefing. A4 is the traditional size, (and most cost-effective for printing) but if you're looking for something fresh, why not try square, or a post card, swing tag, product shaped cutout, a box with cards of information inside, tote bag with info printed on the side. The options are endless – you can really have fun with the size!



## 6. Collate product images

---

Deep etched renders are usually best for this type of thing, at 300dpi. If you don't have these handy, our team can take your product images and create deep-etched versions or create 3D renders.



## 7. Write product descriptions

---

Keep these short and sweet, and don't forget your SKU code!

## 8. List specific features

---

Include any product specific info, such as suitable for heating, can be frozen, gluten free, shelf life period etc. Having these little details handy at a glance can be very helpful in the decision-making process.

## 9. Collate product barcodes

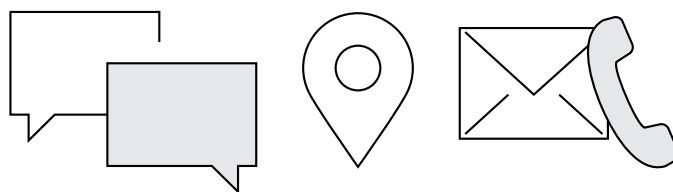
---

An all-important trade presenter feature. If you can't collate these, Red Candy can also generate barcodes for you.

## 10. Provide contact information

---

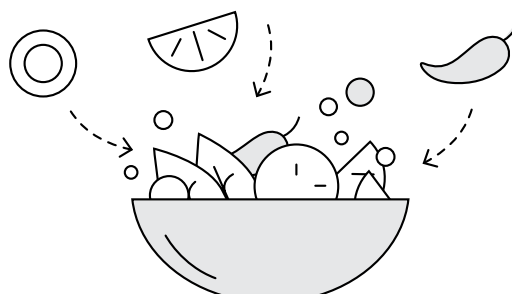
Who and how are your potential customers going to get in touch, if they have questions or want to order? Be sure to include these details in your brief and we'll make sure they can't be missed.



## 11. Hero imagery

---

Nothing has pick up appeal quite like a beautiful photo, especially when it has a recipe included, using your featured products. We create recipes and photography for our clients all the time (video too) so give us a bell if you'd like something customised to your next trade presenter.



# LAST BUT NOT LEAST...

When your trade presenter is finally designed, printed and digitised – get it out there! Here are some ways you can make the most of your efforts;

- Distribute at trade shows
- Share at team/customer training events & meetings
- Share in an email to clients and colleagues
- Snail direct mail it (with a sample if you can) to potential customers
- Share the recipe on your social media accounts, intranet or newsletter
- Cook the recipe and film it- then direct people to the recipe on your website.

Now that you're armed and ready to create, we'd love to help you!

*Red Candy is a small and nimble food marketing agency with years of experience in foodservice & food retail. From strategy and concept through to content, printing & launch, we work nationally and are ready to hit the ground running.*

**Shoot us an email to get started –**

**[info@redcandy.com.au](mailto:info@redcandy.com.au)**