

SERVICES GUIDE

A top-down photograph of two fish, likely sea bream, resting on a dark, oval-shaped plate. The fish are garnished with fresh green herbs and two slices of citrus fruit. The plate is set on a light grey, textured surface. A vertical red band runs down the left side of the image, partially obscuring the fish and the plate. The overall composition is clean and modern, with a focus on food styling.

RED CANDY
MARKETING AGENCY

FOOD CREATIVE BY FOOD
INDUSTRY EXPERTS.

ENGAGING EXPERTS



Red Candy is a small, nimble agency that specialises in food and drink marketing. At our core is a group of senior professionals, each with a background fully entrenched in the communications, FMCG and foodservice industries.

We work flat

No – not literally. We simply mean that there's no agency hierarchy to trip over, no juniors making decisions about your brand or learning on your time – just a dedicated group of people who are all across your projects. Because we love working 'on the tools' just as much as strategising with you.

Working nationally

The Red Candy team work all over Australia, every day, though we're based out of Brisbane. Whether you're in a small town or the big smoke, our team are ready to spring to action and make the magic happen!

SERVICES

Insight & Strategy Services

Clarity, direction, confidence.

We're delighted to offer our clients a range of strategy services, from full brand planning and identity development, through to competitor analysis, trend mapping, messaging & content strategy in bite-sized chunks.

If you're overflowing with ideas, feel like you're herding cats with everyone's opinions, or your competitors just keep beating you to the punch, you might just enjoy the confidence a clear strategy provides.

- Market review
- Competitor analysis
- Trend forecasting & analysis
- Guided internal workshops
- Positioning/repositioning
- Brand architecture
- Product launch strategy
- Messaging strategy + audit
- Digital strategy + audit
- Content strategy + audit

Creative Services

Translating vision into visual

More than twelve years ago, Red Candy started out as a Marketing Agency. We had a vision that food communications could look just as beautiful as fashion, lifestyle and beauty brands, and still do today. Say 'thank you, next' to that Powerpoint design and let us create something you can really be proud of.

- Packaging design
- Marketing collateral design
- Logo + visual asset design
- Recipe book / cookbook design
- Brand guidelines
- Advertisement design
- Product 3D renders
- Image retouching
- Copywriting



SERVICES Cont.

Digital Services

So many channels, so little time

Are you a digital native or digital immigrant? Either way, we know you're probably too busy to wear that IT hat all the time! Let us help you with digital design, support or fully integrated web, social, content and advertising management.

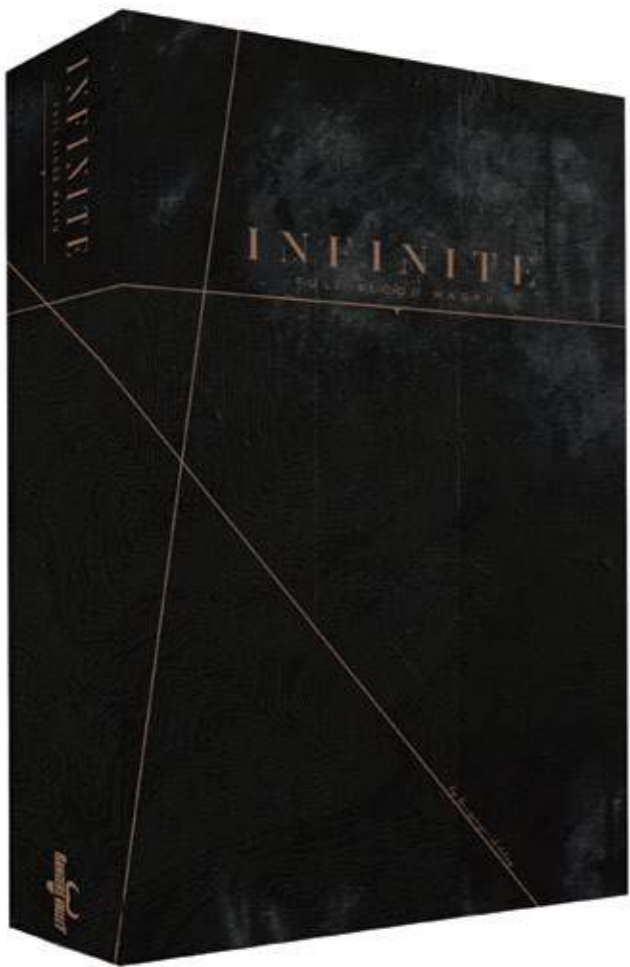
- Website design / development / maintenance
- Social media set up + management
- Gif animation
- App design / development
- Marketplace / online shop development
- eDM/ eNewsletters – design + content
- Digital advertising – social + search
- SEO optimization
- User experience audit
- Analytics + reporting
- Influencer engagement

Food Photography & Video Services

Crafting content

Our end-to-end content services are unique to Red Candy. We'll do the concepting, team management, prop shopping, styling, cooking and shooting – so that you can focus on running your end with one less thing to think about.

- Recipe concepting
- Recipe development + testing
- Food photography
- Food prep chefs
- Food styling
- Product pack photography
- Styled product imagery
- People imagery
- Place imagery
- Video tutorials
- Video recipes
- Video for brand
- Smart phone video content



INFINITE

FULL BLOOD WAGYU



THE PROOF

THE BRIEF

Infinite

The addition of a full blood Wagyu brand into the Rangers Valley portfolio of branded beef meant an end to end service was required.

Develop the brand name, logo, brand assets, photography, packaging, social media and messaging.

What we did:
*Logo & brand creation, food styling,
food photography, packaging design.*

THE PROOF



What we did:
*Website Design & Development, Graphic Design, Food Styling,
Food Photography, Packaging Design, Recipe Development,
Illustration, Copywriting.*



THE BRIEF

Simpson Farms

Create visually stunning imagery and authentic, approachable design to inspire. Showcase avocado as a beautiful and delicious ingredient. The style: classically contemporary, on-trend and elegant to ensure longevity.



THE PROOF

THE BRIEF

Roza's Gourmet

Fresh, crisp and contemporary styling with stunning ingredients to showcase Roza's Gourmet's philosophy of "the right sauce can turn any meal into a feast".

From raw ingredients to heavenly cooked and plated dishes, we ensured the sauces were hero.

Soft grey concrete, textured white and warm wood along with neutral marble textures combined seamlessly to create a collection of mouth-watering images to inspire. The addition of carefree scattered herbs, spices and ingredients further told the story of relaxed entertaining with delicious results.



What we did:
Recipe Development, Food Styling, Photography.

THE PROOF

THE BRIEF

Black Onyx

Create a name, brand, brand story and all accompanying marketing collateral including web, social media and launch materials to position Black Onyx as the superior beef of choice for chefs worldwide.

What we did:
Logo & brand creation, recipe development, food styling, food photography, packaging design, website design and development, marketing collateral design & print.



THE PROOF

THE BRIEF

White Wings

Develop packaging for a Muesli & Oats range that relates to the foodservice market, while remaining integral to this time honoured and premium home-cooking brand. Develop recipes, imagery and collateral to support the market entry.



What we did:

Packaging Design, Food Styling, Photography,
Recipe Development, Collateral Development.

THE PROOF



What we did:
*Branding, Graphic Design, Web Design, Food Styling,
Food Photography, Illustration, Copywriting.*



THE BRIEF

Prime Cut Meats

Create an entirely new look and feel to match their premium products and service, including a logo refresh, visual and written identity, print and web design. The style: uber contemporary balanced with equal parts sophistication and edginess.



What we did:
Product styling, product photography, advertisement
creation, marketing collateral design



THE PROOF

THE BRIEF

Queen Fine Foods

The launch of a new suite of Vanilla labels required an elevation in style for this loved, time-honoured baking brand.

Style & photograph the Queen Vanilla range, design advertisements and create a Vanilla masterclass booklet for consumers and trade to learn more about this precious ingredient.



THE PROOF



What we did:

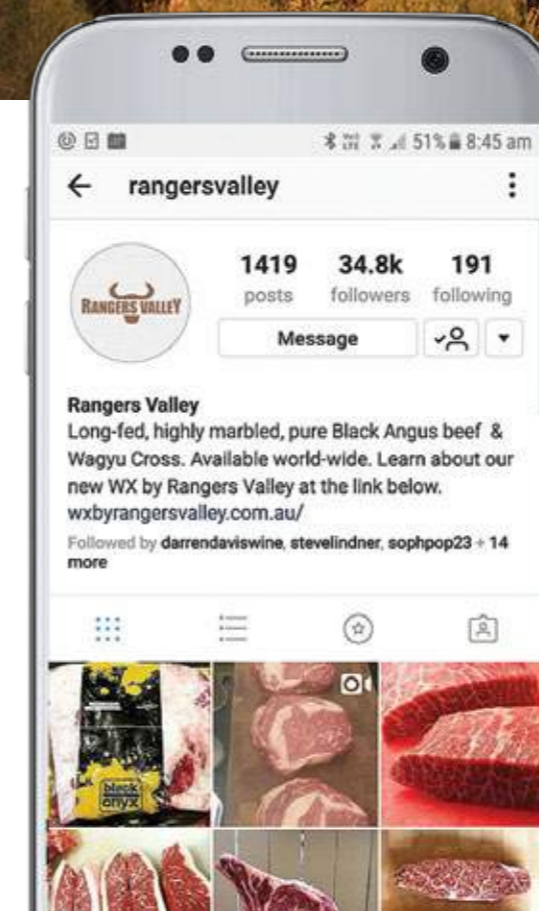
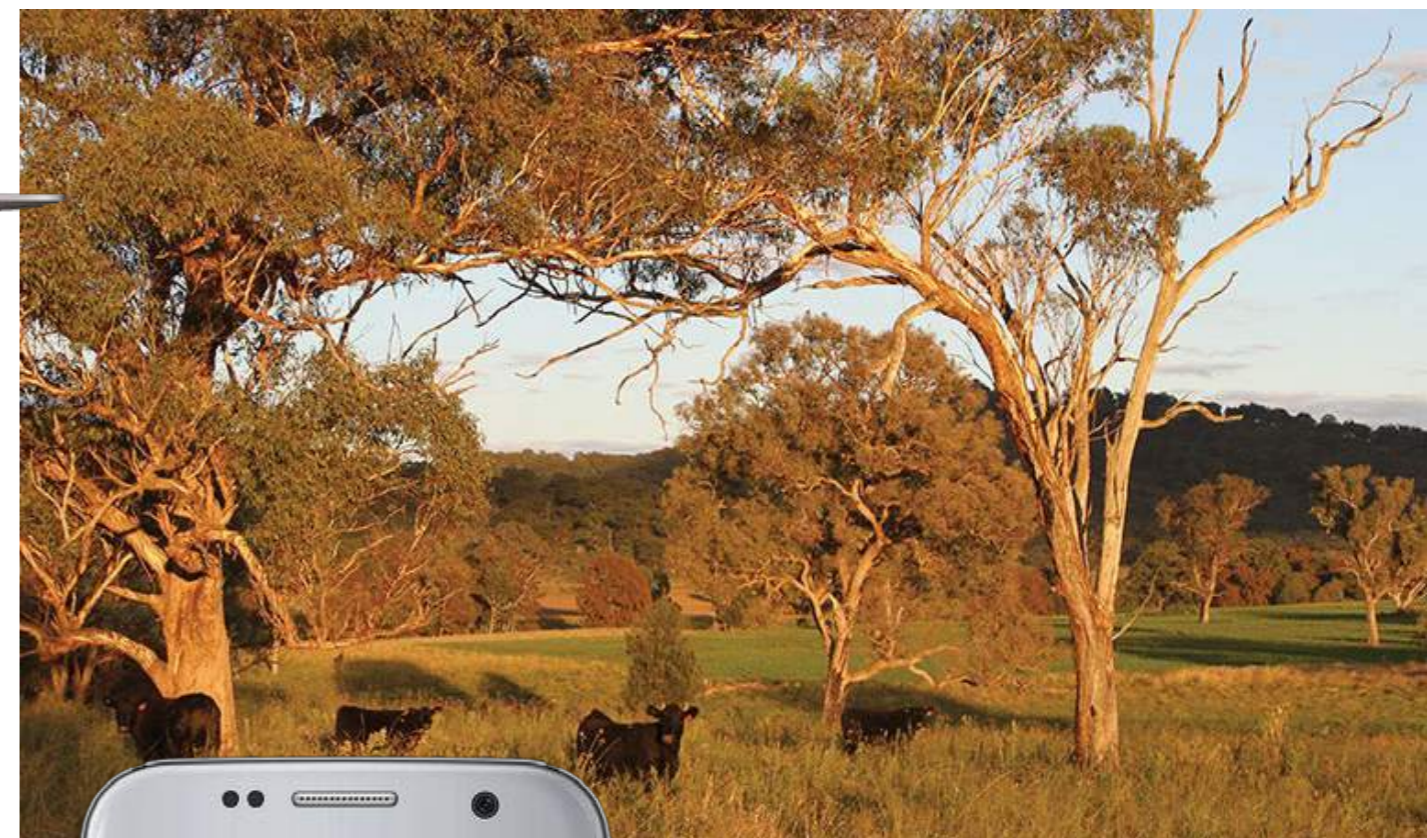
Logo & brand revision, marketing collateral design, website design & development, social media strategy & management

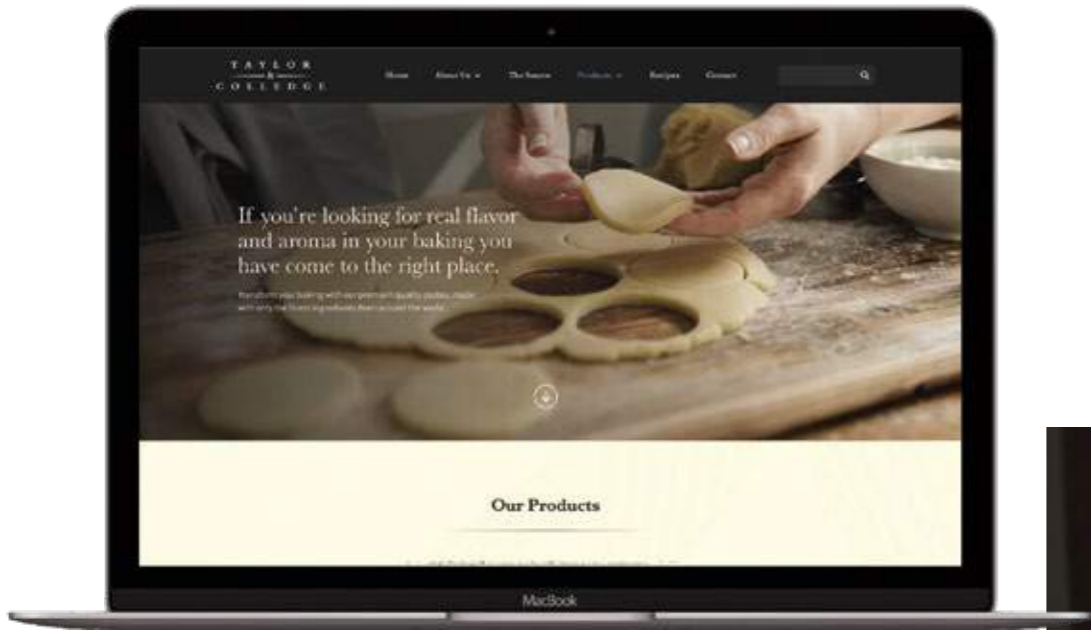


THE BRIEF

Rangers Valley

Refresh the existing Rangers Valley corporate brand without losing brand equity and create a new look and feel for all corporate communications including brand identity, website and marketing collateral.





What we did:
Food Styling, Food Photography, Website Design &
Development, Marketing Collateral Design



THE PROOF

THE BRIEF

Taylor & Colledge

Create emotive and nostalgic hero brand imagery, carefully balancing the traditional with the contemporary to lead the Taylor & Colledge brand story.

Create an online impression for the Taylor & Colledge brand that is the culmination of art and science, through the creation of stunning design and usable content.

LET'S CHAT ABOUT YOUR BRANDS NEEDS



The creatives

Cordelia Vecchio/ *Director*

P/ 0423 202 666 E/ cordie@redcandy.com.au

An Instagramaholic who sports a little too much ink for someone of such maturity, Cordie tends to see the shades of grey before the black and white. If asked what day it is, she doesn't always know, but ask her what she thinks about where to take a brand creatively and all of a sudden a soap-box appears. As co-founding director of Red Candy, Cordie is insistent that food based creative-comms is crying out for innovative and creative thinkers, and that's why we do what we do.

Karyn MacDonald/ *Director*

P/ 0404 147 756 E/ karyn@redcandy.com.au

With a penchant for dance and a healthy obsession with yoga, Ryn's creative direction is inspired allowing Red Candy clients the comfort of knowing they are in a creative space without sacrificing results. Ryn has a way of looking at ideas in their infancy and seeing them the fully developed concept. Her background is in foodservice marketing and communications, growing through the ranks of publishing and creative agencies. In 2007, Ryn became one of the founding directors of Red Candy, bringing a whole lot of creative-comms mojo along for the ride.

Lesli Toohey/ *Art Director*

P/ 0407 658 2736 E/ lesli@redcandy.com.au

Extraordinarily tactile, Lesli's career in food & design was almost a certainty growing up in her parent's restaurants. Fast forward more than twelve years, and the bright lights of London, Industrial Design, fine wine, textured fabrics, styling and interior design has melded Lesli into one agile Art Director. She'll tether the fray of briefed practicality and creative dreaming, to give you work that is fresh and just a bit smarter than the rest.

Renee MacDonald/ *Strategy & Digital Director*

P/ 0403 426 804 E/ renee@redcandy.com.au

From packaging design, photoshoots & press approvals, to brand strategy, retailer meetings, product development & influencer wrangling, Renee has done it all. For more than 12 years she's worked agency & client side, wearing hats of Brand Manager, Digital Manager & Food Technologist for FMCG brands. A champion for the consumer, Renee loves finding ways to humanise brands and give them a voice that builds emotional connection - she's that person that talks during the TV show and is transfixed by the ads in between, always looking for the reason why.

The Gang/

We also have an experienced team of food focused designers, photographers, chefs, developers and writers, all ready to bring your brand communications to life.



STRATEGY SERVICES

New to Red Candy

Clarity, direction, confidence

We're delighted to offer our clients a range of strategy services, from full brand planning and identity development, through to competitor analysis, trend mapping, messaging & content strategy in bite-sized chunks.

If you're overflowing with ideas, feel like you're herding cats with everyone's opinions, or your competitors just keep beating you to the punch, you might just enjoy the confidence a clear strategy provides.

Our approach

Just like our creative services, strategy at Red Candy is nimble and about your needs. We can work with you on a project basis, or we're even happy to offer some of our services as hourly packages – it's just like having a brand manager in your back pocket!

Insights

The best laid plans are built from great insights. If yours are a little lacking or feeling a bit tired, we can help you uncover some gems.

Market Review

Are you looking to enter a new category or market? Using resources including data & reports from your business, desk research, store visits and industry/ category reports, we review the performance and opportunities within your current or desired market.

- *Useful for;* innovation planning & product lifecycle management, brand, messaging and digital strategy planning.
- *Available in* hourly blocks or project price (brief required)

Competitor Analysis

Competitors take on many forms – sometimes it’s a direct product competitor, sometimes it’s share of stomach (or wallet). Let us take a fresh look at your competitive set to provide an update on activity, trends, product and positioning opportunities.

- *Useful for;* innovation planning, product launches, brand, messaging and digital strategy planning.
- *Available in* hourly blocks or project price (brief required)

Trend Forecast & Analysis

Let us help you navigate fads, trends and market shifts, to help you plan your brand, product and comms strategy. In addition to providing a top line macro trend overview, we’ll analyze a mix of reports, conduct store visits and in depth consumer mining, to shed light on the trends influencing your consumers in your categories and how you can take advantage of them.

- *Useful for;* innovation planning, activation strategy, product launches, content planning, social media strategy.
- *Available in* hourly blocks or project price (brief required)

Guided Internal Workshops

We’d be happy to facilitate internal workshops to align your team on brand objectives. We can supply homework and pre-reading, workshop materials, on-site facilitation and information collation once the workshop is over. (Brief required)

Strategy Services

We’ll transform your insights and business objectives into a richly layered brand proposition.

Positioning/Repositioning

Do your consumers understand what makes your brand or products unique? Have competitors entered and occupied your competitive space, or have your consumers changed, matured or left the category all together? Positioning is key to product planning and lifecycle management. Let us help you uncover a sustainable positioning strategy for the future. A clear positioning strategy is essential for brand architecture, product planning, communications and content.

Brand Architecture

If you’re grappling with multiple brands, sub brands or competing ranges, let us help you develop a clear brand architecture that is easy to communicate to all stakeholders.

Product launch strategy

You’ve developed the product; you’ve got ranging, but now what? Together we’ll develop a plan for launching your new product across traditional and modern channels. This partners well with our messaging, digital and content strategy services.

Comms/Messaging Strategy + Audit

If your copy is feeling flat, you have a long list of product attributes but still a confused sales team, or you get ‘stuck’ every time you have to write a brochure, let us help. A great messaging strategy will help you communicate your brand values, product benefits and brand personality – all essential ingredients for digital strategy and content planning. By the end you’ll have clear messaging strategy by channel, as well as some snappy words to put to use!

Audit services are also available - If you’d like fresh eyes on your current communications, and some direction for improvement, we’d be happy to help.

Digital Strategy + Audit

Let us help you define a clear strategy for winning at digital. Based on your business and brand objectives, we’ll work together to uncover how you can better meet your consumers online. Whether you need to educate, inspire, drive awareness or convert, we’ll recommend a digital channel strategy that makes planning messaging, content and allocating media budget a breeze. Audit services are also available

Content Strategy + Audit

Whether you have a little or a lot of content, being clear on what purpose your content serves your brand is key to success. Together we’ll make a content strategy that sees you spending smart and your consumers engaging more. Audit services are also available.