



Brady Communications | Marketing with a Hook

A unique partnership creates a winning relationship.

Next time you grocery shop, chances are you'll pick up a Del Monte Foods product. That's because since its start in 1916, Del Monte Foods has continued to grow, innovate and acquire brands. In 2002, the Company acquired business units from the H.J. Heinz Company nearly doubling its size in the food and pet product business.

With a vast and increasing number of product groups and brands, marketing success relies heavily on creativity, innovation and speed to market. A unique "on-site" partnership with Brady Communications enables Del Monte Foods to meet these demanding needs.

Our on-site creative team allow us gain product knowledge, build stronger relationships with the product managers, and meet aggressive time tables. Our on-site staff is also backed by the support and expertise of our full service marketing communications staff and is able to stay abreast of the latest packaging, printing and technology trends. This partnership allows Del Monte to have the best of both worlds... creative talent without the investment in a creative department.

Del Monte Foods and Brady Communications have created a unique and successful partnership that continues to develop and grow as Del Monte Foods grows. This is just another example of the innovative approach that Brady Communications brings to its clients



Here's an Incentive

The Del Monte DOT Program is an incentive program for the broker channel. The Del Monte creative team developed a modular format that made a complex program quick to read and easy to understand.



In Store Stopping Power

Brady Communications designed a header display for PetsMart stores that created real stopping power for consumers. The display features multiple brands including Scooby Snacks, Jerky Treats®, Pup-Peroni®, Snausages® and NawSomes!®



Direct Mail with a Bite

As part of a test direct mail campaign, Brady Communications created this dimensional mailing tube for NawSomes!®. Designed to look like a rolled up newspaper, this “Canine Chronicle” featured clever articles on the outside and a product sample and coupon inside.



Cutting Coupons

Free Standing Inserts are the foundation of many consumer promotions. Our team designs and produces FSI's on a weekly basis for a variety of products.

Generating In-Aisle Attention

The design and messaging of this on-shelf coupon box pushed the great taste and quality of College Inn® broth and drove consumers to the web site for additional recipe ideas.





BRADY COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

Brady Communications is a strategic marketing communications firm providing high quality print and interactive communications solutions.

www.bradycommunications.com

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