

Small Business Client Case Study: *From Best Kept Secret to Nationally-known Brand*

Challenge:



Twenty plus year New Orleans-based specialty food manufacturer distributed her products under private label to small French Quarter-based retail stores and cooking schools. Client lost 90% of her customer base due to Hurricane Katrina's effect on the Gulf Coast and delay in businesses and tourists returning. Client wanted to capitalize on the opportunity to launch her own brand outside of the region.

Solution:

VentureWalk helped client re-brand her company under a new name and launch a national visibility campaign for her 12 product-line. Work included: developing a marketing strategy, plan and pitch for large retailers across the U.S.; implementing a follow-up (nurture) campaign that included customer surveying, monthly relationship building and sales messages via e-newsletters and list building; developing a holiday ad campaign for both print and online media; updating the company identity, logo, tagline and messaging; designing new product packaging which included a customized illustration that paid homage to the tastes and flavors of New Orleans; developing marketing materials to display at the industry's key international trade show and publicity campaign to put her in front of media; and aiding client in securing funding and technical assistance via a local resources to assist in launching the entire campaign.

Results:

Client sales increased 80%. Product line expanded into several other states and was sold in large retailers including Whole Foods, Dillard's Department Stores, HSN (Home Shopping Network), World Market and Ross Department Stores. Client won Business Comeback Award from Louisiana Economic Development for success after storms of 2005 and reported the best sales month at that time in 20 years.

"In my more than 20 years of operation, I'd not worked with true professionals that are this good at what they do until I met Desiree and her team at VentureWalk. My company would not have made as great an impact without her. After Hurricane Katrina, I reached pre-storm production levels within a year versus 3-4 years like other businesses dependent on the tourism industry." – Tina Emenes, Owner, Tina's Cajun Creations & New Orleans Gourmet Foods™