



## THE CONSUMER, CULINARY AND LIFESTYLE BRAND SPECIALISTS

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Radiance Communications specializes in food, beverage and consumer product marketing. We help clients create personalized, newsworthy messages that result in more ink, more shelf space, and more devoted customers. Clients include food and nutrition companies, ingredient manufacturers, culinary experts, pet food purveyors, chocolatiers and beloved retailers.

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WANT TO GENERATE BUZZ, GROW YOUR BUSINESS OR CULTIVATE A FIERCELY LOYAL FOLLOWING? SEE WHICH OF OUR MARKETING, PR AND COMMUNICATIONS SERVICES IS YOUR CUP OF TEA.  
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### STRATEGIC PLANNING AND BRAND DEVELOPMENT

- New business planning and creation
- New product development and launches
- Market and competitive research

### MARKETING COMMUNICATIONS

- Communications strategy and plan development
- Messaging, positioning and copywriting
- Social media communications
- Copywriting (web, collateral, print)

### PR AND MEDIA RELATIONS

- Media and analyst relations
- Media kit development
- Media training
- Press and analyst tours

### PRODUCT DEVELOPMENT

- Market research, testing, analysis
- Naming
- Pricing, packaging and labeling
- Publicity to generate buzz
- Retailer and distributor programs

### DIRECT RESPONSE MARKETING

- New product launches
- Campaign management
- Financial and profitability analysis
- Procurement and supply chain management
- Retention and continuity programs