

Case Study

Foodservice Packaging Institute





CASE STUDY: Foodservice Packaging Institute

? Challenge

Foodservice Packaging Institute needed a strategic public relations plan that would take them from a small, unknown association to one that is recognized as the leading authority in their industry. But as a small organization, they had an extremely limited budget.

🔒 Solution

TSN Communications:

- Collaborated with Foodservice Packaging Institute to develop its strategy and shape its deliverables to members and the industry at large. TSN developed key messaging, website content and marketing collateral. TSN also created both brand and style guides for consistency and clarity across all communications.
- Identified areas where FPI needed clear communication tools to engage with their external target audiences, including industry markets and consumers. TSN created and promoted a steady stream of relevant content to engage highly qualified audiences with easy-to-understand collateral and a series of videos.
- Brought focus and counsel to support FPI through media outreach and engagement. TSN drafted newsworthy press releases and distributed to targeted outlets with follow-up media pitches.
- Organized a campaign to educate and engage with elementary school children about recycling and sustainability with foodservice packaging products.

★ Result

Foodservice Packaging Institute's communications are now consistent and focused across all mediums, including social media, newsletters, media interviews and more. A clear, quality public relations campaign helped the association gain new members and increase its revenue. FPI's president has been interviewed in dozens of trade publications and was a featured guest on the Dr. Oz Show.

“TSN Communications provides us with a team we could never have afforded to have on staff. Their breadth of knowledge on and expertise in writing, editing, media outreach, creative resource development, video production, graphic design and social media have helped to elevate our association with internal and external audiences alike.

With TSN's help, we've gone from an unknown organization to one that is recognized as the leading authority for our industry. In turn, this has helped bring in new members and increase our revenues. Best of all, this has been done with a personal, friendly and professional approach that makes us want to work more with TSN.”

— Lynn Dyer, president

TSN | COMMUNICATIONS

www.tsncommunications.com