

CASE STUDY: FOOD PACKAGING MANUFACTURER

# Laying a Messaging Groundwork for Go-To-Market Success





## CASE STUDY:

# A Longstanding Partnership Ready To Accelerate

At the start of 2025, our client—a food packaging manufacturer whose engagement with Conveyor has spanned nearly a decade—had a clear request: To stand out in a crowded market with a fresh take on their messaging.

By late 2024, it was clear that our client's existing branding was no longer telling the company's most compelling story. To achieve their business and marketing objectives in the new year, they needed to revisit their messaging playbook, and Conveyor was up for the task.

## THE CHALLENGE:

### Messaging to an Evolving Market

The client's existing messaging was rooted in sustainability, a theme that—although no less important—was now table stakes in the competitive landscape. Internally, leadership was focused on growth through new innovations, gold-standard customer service, and bespoke capabilities. They needed external messaging that reflected that shift.

## GOALS:

Develop a messaging framework that positioned the brand's core value propositions toward priority personas and customer audiences

Craft messaging statements that aligned with business goals

Ensure this foundation could support rapid execution when new business initiatives arose

## THE SOLUTION:

# Building a Launch-Ready Marketing Foundation

With the new year's business goals and marketing objectives in place, Conveyor began by interviewing our client's marketing and leadership teams, which helped chart the trajectory of the new messaging. From there, our content strategy team conducted a competitive landscape analysis to evaluate how the brand's value proposition, online presence, and public sentiment compared to its peers—and where they could stand out.

The final output was branding and messaging built on our refreshed customer personas, clearer differentiators, and a roadmap to bring this vision to life in marketing and sales collateral—one that the team would heavily rely on in the upcoming months.

## Bringing a Product Disruptor to Market

Late into the first quarter of 2025, our client shared its plans to launch a new product in early June. The product emblemized all that made the company a packaging powerhouse, and it delivered them through a design that was a true disruptor in the category.

With only a few months before the official unveiling, we needed a smart plan, meticulous project management, and constant collaboration to deliver a successful launch. By laying the groundwork at the start of the year, we were able to craft a compelling product story that aligned with the existing brand work, resonated with our target personas, and identified areas where we needed to adjust our message to accommodate this exciting market entrant.



## HOW DID IT GO?

# Faster Output, Bigger Impact

The messaging's clarity and alignment proved its worth when it came time to execute the campaign. Our client's new product hit its launch target, backed by a fully integrated go-to-market strategy that spanned web, PR, event support, and more.

Among the initial results, the GTM program secured:



**12 earned media placements,**  
including a standout feature in a leading industry publication



**A second-position organic ranking**  
in Google News for a highly qualified keyword



**A 16% open rate**  
on campaign email sends



**Strong early interest**  
from large food retailers

## Let's Craft Messaging That Wins in the Market

It is too often the case that marketing messaging, once developed, is left to collect dust, whether it's too abstract to bring to life or feels disconnected from the audiences that matter most.

For our customer, messaging was more than a thought experiment. It became a tactical roadmap for executing marketing initiatives with precision and speed.

At Conveyor, we help manufacturing brands create narratives that drive outcomes. If your team is planning a new campaign, preparing for a product launch, or rethinking how you connect with your customers, [let's talk](#).



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