

Developing warmer, better-informed leads

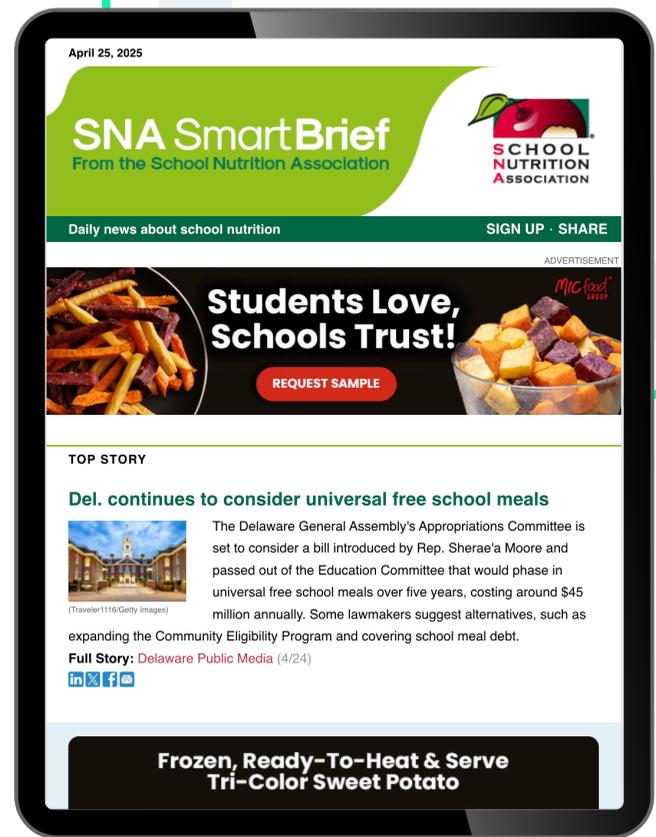
MIC Food Group is a nationwide supplier and trusted leader in procurement, manufacturing, distributing and marketing value-added, ready-to-heat-and-serve frozen tropical fruits and vegetables.

WHAT CHALLENGE WAS MIC FOOD GROUP FACING IN ITS MARKETING EFFORTS?

MIC Food Group wanted to improve brand awareness and gain marketing qualified leads for the sales team. Working with SmartBrief put MIC Food Group's brands directly in front of highly engaged, decision-making professionals in industry-specific environments. It drove awareness and action with audiences who were already paying attention.

PRODUCTS USED

- Above-the-fold Newsletter Takeover
- Rectangle Text Ads
- Dedicated Send



The SmartBrief newsletters deliver credibility and reach we haven't received from other paid advertising platforms. ... The editorial environment elevates brand trust and ensures our message appears alongside content the audience already values and engages with.

Katie Alexander
MARKETING MANAGER



HOW DID SMARTBRIEF HELP MIC FOOD GROUP DRIVE AWARENESS AND ACTION?

MIC Food Group has primarily run Above the Fold Takeovers and rectangle text ads in the SmartBriefs distributed to SNA, Restaurant, EatRightPro, FMI and ACF. They recently added a Dedicated Send to the mix, which went to the FMI audience.



We chose SmartBrief because of its strong editorial credibility, targeted distribution and audience relevance within the foodservice and retail sectors. As longtime recipients of SmartBrief newsletters, we value the consistency and quality of the content, making it a natural fit for MIC Food Group.

Katie Alexander
MARKETING MANAGER



WHAT RESULTS DID MIC FOOD GROUP ACHIEVE?

- Highly targeted, relevant audience aligned to decision-makers in specific categories.
- Strong engagement from EatRightPro audience, with a high volume of form fills.
- The campaign contributed to warmer, more informed leads.
- Compared with other channels, engagement quality felt stronger and more relevant.

The campaign reached a highly relevant, decision-making audience and produced more qualified leads. Given the strong audience alignment and lead quality, continued or expanded investment is justified.

