



Copy

Client: Branding & Branding

Re: Marketing –Kelly’s Choice – **Food Expo One-Sheet / Landing Page**

Scope of Work

Branding & Branding has contracted with Galvin and Associates to write copy for a one-sheet sales document for use at an upcoming Food Expo. Copy will also be used for a landing page.

WORD COUNT 437

COPY

Good Nutrition Is Good Business.

Kelly’s Choice is a collective of registered dietitians, nutritionists and educators who are dedicated to improving our communities by transforming diets. **Join us as we spread the word!**

Kelly’s Choice offers customized nutrition coaching programs for schools, workplaces, medical facilities, athletes and anyone who wants better health, performance and happiness. Our holistic approach helps people incorporate better nutrition into their lifestyles, including those with chronic conditions like diabetes and those seeking to lose weight.

We educate the public through media channels and in presentations by the Kelly’s Choice team. In our outreach, we work with select partners whose products have nutritional value. Our content-rich, educational approach builds trust and brand preference for today’s consumer.

If nutrition is a key element in your product and brand marketing, we will develop a package of exposure customized to your goals. Please review our Partner Promotion Package options, and let us design a program for you!

KELLY’S CHOICE PARTNER PROMOTION PACKAGE OPTIONS

BROADCAST MEDIA – Kelly’s Choice principal Kelly Springer is an appealing, well-informed media spokesperson on nutrition. Kelly appears on national TV at least twice per month to provide tips on healthy eating and nutrition. If your brand targets health-conscious consumers, on-air mentions is an ideal platform for exposure, and video clips are great content marketing for your website.

ARTICLES & BLOGS – Consumers are hungry for information on nutrition. Kelly’s Choice principal Kelly Springer publishes magazine articles and online posts each month in national and



regional publications and online blogs. Kelly can recommend your product as a preferred source for nutritional benefit. Use these articles as part of your online marketing to boost searchability.

SPORTS & NUTRITION EVENTS – People attending college and high school sports events and health fairs are predisposed to nutritional products. The Kelly's Choice Team can include your products in their presentations, along with information on where consumers can find your products. Samples are always popular!

WORKPLACE WELLNESS – Businesses across the nation are catching on to the value of good nutrition: it can improve productivity and reduce sick days, and they hire Kelly's Choice to provide Wellness seminars. Have your products included when we provide nutrition information and sampling. We will customize the presentation to include information on product availability at local retail outlets.

PRIVATE PRACTICE – Physicians regularly refer patients to Kelly's Choice to develop nutrition-based responses to food allergies, vitamin deficiencies and chronic conditions like diabetes and for weight-loss programs. A recommendation of your products is a virtual guaranteed sale. Kelly's Choice can provide product collateral, making each patient your brand ambassador.

Contact Kelly's Choice today for a program customized for you!