

# PETERMAYER

## HERE'S TO UNLEASHING BRAND JOY!



At PETERMAYER, we believe every brand has a unique joy at its core—and when we uncover it, pressure-test it, and unleash it with precision and craft, magic happens. Measurable magic. Through ongoing study, 13,000 consumers and counting across all demographics, we've found that the uplift felt through marketing delivers a .63 correlation to purchase intent. And any brand is capable of this effect.

F&B categories provide a foundation to everyday joy. Some make us feel smarter and more powerful in the quest for health. Some deliver sensorial satisfaction that wipes away the world for a moment. There are dozens of these “modes of joy” that deliver results. But to benefit, your brand has to create ads that tap into them, memorably and humbly enough to get credit.

That's where we come in. We find that magic ownable insight, create joy-inducing work, and make sure your brand gets the credit.

### FOOD & BEVERAGE EXPERIENCE



### WE DO THIS FOR WORK

- Creative platforms & campaigns
- Brand story & positioning
- Strategic media & measurement
- Public relations & activation
- Research & analytics
- Social media strategy & activation



### SECRET SAUCE

**Brand Joy Lab:** including our ongoing study of joy in society, across industries and brands

**Joy Workshops:** the birthplace of your joy-based system, a collab with our team and yours

### DROP US A LINE

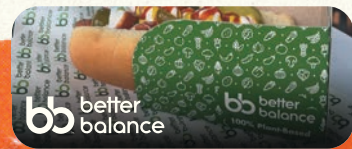
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Evolved from a legacy pantry staple into a culture-first brand through activations that turned bold flavor into fan engagement. Impressions and views soared into the millions.



Created a targeted gifting program and storytelling around the brand's mission-driven actions to garner national attention. Quarterly revenue doubled.



Launched plant-based meat alternatives in crowded markets through an integrated PR, social, and partnership strategy that drove momentum for national expansion.