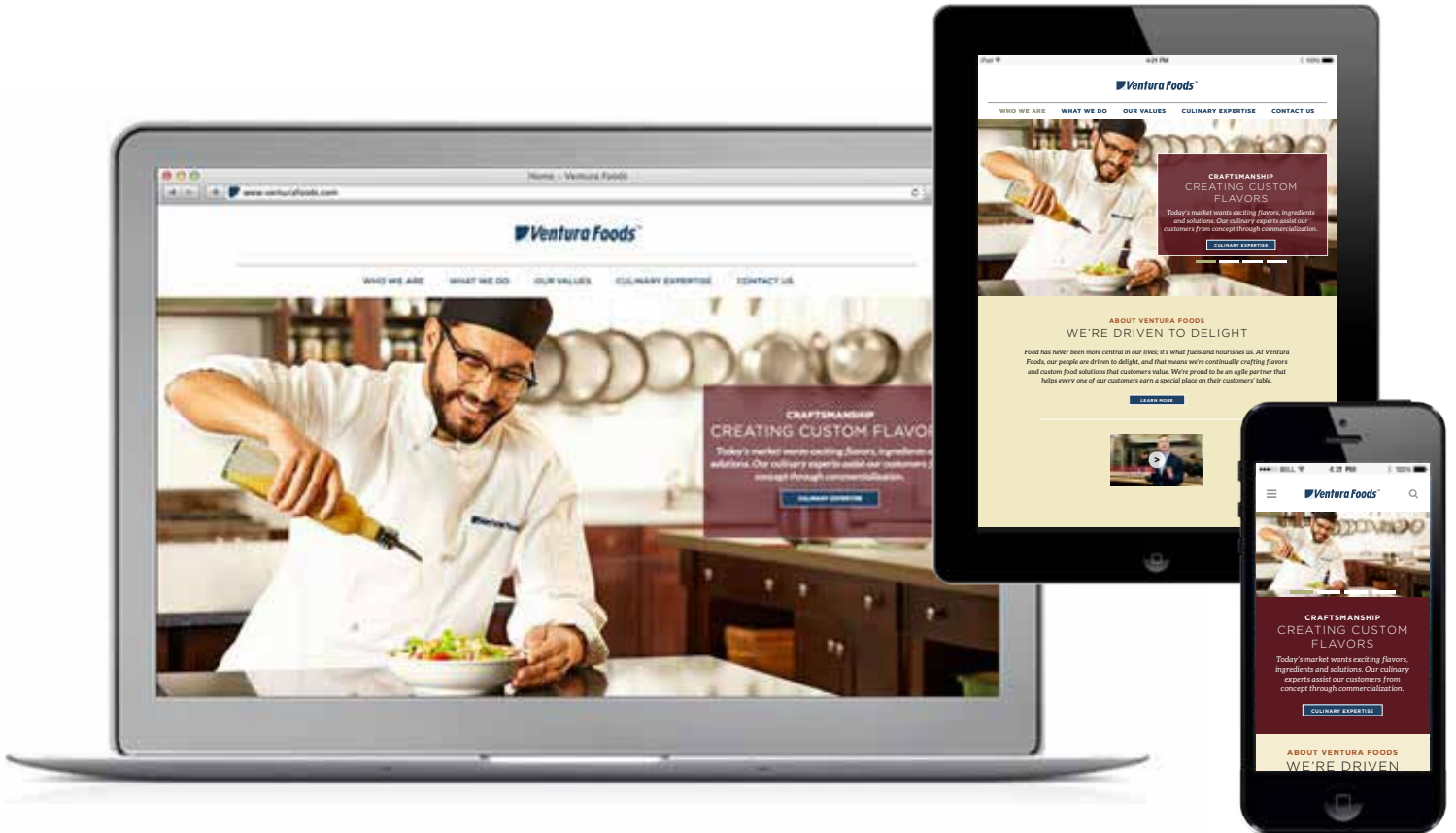




We help a California foodservice company launch a dynamic, responsive site to appeal to hospitality & restaurant owners.



industry

- food & beverage
- consumer goods
- b2b services

deliverables

- website design
- custom photo shoot
- art direction

challenge

Ventura Foods is a California-based leading manufacturer of custom and branded dressings, sauces, oils and other ingredients. They are agile, flexible and efficient at serving the foodservice, retail and ingredient food businesses. However, their website needed a significant update to compliment other marketing efforts they were making in public relations and corporate responsibility.

Ventura's PR company, OgilvyOne, asked UpShift to design a new dynamic and modern website to compliment their refresh of Ventura's messaging. We were also asked to execute a photo-shoot to capture custom images that show Ventura's test kitchen and industry leadership

www.upshiftcreative.com

solution

The sophisticated and stylish new site that UpShift developed features responsive technology, innovative search tools and a complete re-organization of their backend database. Beautifully-shot, custom photography enhances the site and elevates their brand. Additionally, we developed a custom Content Management System so that Ventura and OgilvyOne could easily update information and add new products.

results

The new website effectively communicates Ventura Food's values, culinary expertise and high-level of customer service. The new photography separates Ventura from the competition and reflects their focus on integrity, teamwork and creativity. Ventura Food's now has a website on par with their success and goals for the future.