



## WE ARE THE TRUE PIONEERS OF MEAT MARKETING.

For over 19 years, we've been delivering differentiating insights, strategies and creative ideas that keep meat-centric companies thriving, growing, and staying on trend.

CHICAGO, IL

MOORESVILLE, NC

MIDAN.COM

### AGENCY CAPABILITIES



**Research**



**Brand Strategy**



**Creative & Content  
Development  
& Production**



**Market Data  
& Analytics**



**Media Planning  
& Placement**



**Public Relations**

### LEADERSHIP TEAM

**Danette Amstein** Principal

**Michael Uetz** Principal

**Scott Smith** VP, Operations

**Steve Hixon** VP, Customer Engagement

**Stephen Dunkley** Creative Director

**Katey Kana** Integrated Media Director

### KEY STRENGTHS

- B2B, B2C and D2C brand building
- New product launches
- Go-to-market strategy
- Omnichannel marketing campaigns
- Industry thought leadership
- Tapping into trade and consumer mindsets
- Trendspotting

### NOTABLE BRAND EXPERIENCE



### ASSOCIATIONS AND MEMBERSHIPS

- American Association of Advertising Agencies
- U.S. Roundtable for Sustainable Beef
- North American Meat Institute
- National Agri-Marketing Association

### AWARDS AND RECOGNITION

**Davey** 2020, 2021, 2022

**NAMA** 2021, 2022, 2023

**Telly** 2020, 2021, 2022, 2023

**Great Place to Work** 2021, 2022, 2023

**NEW BUSINESS  
CONTACTS**

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