

Marketing a Product

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Marketing a product is key to the success of any industry as the marketing industry will use the digital platform and design creative content utilising the experience and promote products and help to reach the product to the maximum number of audience. Likewise, Food Research Lab has an exclusive marketing team with the expert's in food developing and marketing industry, and that allows us to promote the product with cutting edge creativity.

Marketing Services

Our service helps you define and communicate the product and the brand from concept to commercialization. On the other hand, we have options for you to select the suitable service that suits your requirement and we can help you in producing the best outcome for that.

Marketing Strategy

In collaborating with our clients, Food Research Lab has developed a unique marketing strategy exclusive for the food and beverage industry. By knowing the ultimate goal, we research the competitiveness of the market by identifying the ideal consumer and finding the best strategy to communicate and reach the end-user. Food Research Lab will help marketing a product, a restaurant or a concept.

Promotional Food Concepts

Promotional Food Concepts is the creation of ideas for your brand/product which drive and inspire tactile experiences. We aim to create an impactful representation of your product/brand and this may be by media declines, private immersive experiences, /andor interactive events planned.

Design Creation

Food and beverage-specific design is a special understanding of how best to place your product that is not only appetizing but also insightful.

There are different strategies to communicate effectively with a variety of audiences, and our internal design team is experienced in ensuring that each communication's look and feel complements the brand.

Video & Content Creation

Video & Content creation is a type of communication that has seen a massive upturn in digital platforms by creating versatile, insightful and informative content.

Social Media Management

Social media management is a welcoming platform at a time when consumers expect 2-way contact and transparency for the brand and there's a huge opportunity to engage directly through your brand, build customer loyalty and convert prospective customers. Our experts understand your product's market and the customer, through which we develop effective social media schedules and successful posts.

About Us

Food Research Lab R&D, food innovation company, is the unit of Guires. With years of experience in research especially in medical device and pharmaceutical regulations, food product development, scientific publications and clinical trials, the company has now ventured into food research and formed a separate unit, under the brand name of 'Food Research Lab' that will drive food forward. Food Research Lab brings together the latest in food processing equipment,

expert food scientists, chefs, nutritionists and partners from across the globe to help food companies and entrepreneurs get their products to market quickly and effectively.

Food Research Lab makes your dream concept into a commercial product as we have strong knowledge of ingredients, processing techniques, and we can bring them all together to help you make the right decisions.

Contact Us

We are based in the beautiful City of Manchester and Chennai, Contact us on the details provided or follow us on our social platforms.

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