



ModKaf in Action

Client: SAI Global

Services: Branding, Content Strategy, Media Strategy

ModKaf partnered with SAI Global to develop and execute a robust brand and content strategy that would align and integrate each of the company's five businesses to approach the risk & compliance market as one cohesive brand.

After meeting with sales and marketing leadership to better understand the opportunities for an integrated management approach, ModKaf introduced an hosted a series of brand workshops from which we developed a new tagline for the brand, " to advance confidently".

The new language, and associated internal and external content, debuted at the 2019 Global Food Safety Conference in Nice, France. **1.**

We continue to work with SAI Global on integrated communications strategies including a content strategy program that infuses new reports, blogs and video content with redefined language that speaks to the company's core values and its refocused mission. **2.** **3.**

ModKaf's content strategy work also involved a complete overhaul and redesign of the company's risk website. Our team handled everything from project management with the design firm to developing custom page templates, managing workflow with SMEs and seamlessly incorporating the company's brand message throughout. **4.**