Precision Acquisitions Direct: ‘Pop Up’s Are the Number One Marketing Tool Within the Food Industry’

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Exponential marketing firm Precision Acquisitions Direct works in close cooperation with leading healthy eating brands and believes that pop up marketing is the only way to market a food business in the modern age.

Through their ability to deliver top-quality results Precision Acquisitions Direct is setting the bar for engaging, interactive marketing solutions. The London-based firm’s power lies in the combined experience of its workforce and their refusal to take a back seat in what is fast becoming a highly competitive industry. The firm takes on every stage of their clients' marketing process, from design and testing to implementation and campaign management. Focusing on face to face engagement through pop-up events the firm delivers unique customer experiences that are helping brands go further.

About Precision Acquisitions Direct: http://www.precisionacquisitionsdirect.com/about-us/

Most recently, the company has been working closely with a brand that provides fresh meal kits through a subscription service – organising and running pop-up events across the capital to help spread the brand’s healthy eating message. The firm has already showcased their client’s services at The Ideal Home Show is Olympia, where they offered visitors live cooking demonstrations and the opportunity to learn more about the brand’s values. The firm has already planned the next wave of pop-ups for their client, including the BBC Good Food Show in May, Grand Designs Live and This Morning Live in partnership with ITV - a brand new live event set to bring the popular magazine show to life.

Precision Acquisitions Direct acknowledges that in the current climate, food is one of the most competitive sectors, with people becoming far more conscious about the quality of what they eat. To stand out, brands need to take a proactive approach and market their products and services in a way that generates maximum engagement. Precision Acquisition Direct believes that pop up marketing is the number one tool for food brands to raise engagement. ‘Food and drink are sensory, while a picture of a great plate of food can be appealing, people are more likely to engage with a food brand if they can taste, smell and see the products and ingredients in person’ States Managing Director of Precision Acquisitions Direct Alex Mandich. However, it’s not just the sensory element of pop-up experiences that can drive consumer interest. ‘These days, people are more conscious of what they eat, where their food comes from and how they can fit healthy eating into their increasingly busy lifestyles. Meeting with knowledgeable brand advocates and having a platform to can access personalised support is vital to securing long terms customer loyalty and promoting brand values and ethics.’ outlines the managing director.

Precision Acquisitions Direct is adamant that success in the food industry is dependent on attracting meaningful brand followers rather than just boosting customer numbers, and that their pop-up marketing services are helping to facilitate this through meaningful engagement and personalised customer experiences.

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