

# THINK + OUTSIDE = THE PACKAGE



No matter the challenge, DT&A calls on decades of experience, deep relationships and a unique collective intelligence to find solutions for their clients. Here's one of their stories.

**DT THOMAS  
+ ASSOCIATES**

**CLIENT:** A multi-brand, multibillion-dollar corporation with more than a century in foodservice, ingredients and retail.

## BACKGROUND

DT&A has been working with this client for years when their remark — “We rely on our suppliers to bring us innovation.” — inspired us to launch a new internal process to ensure we always keep the

pressure on to think outside the package:



**PSI =  
Packaging  
Sales  
Innovation**

## PSI @ DT&A

### THE PROCESS

Perform a company-wide deep dive into our client's business and empower every DT&A employee to fully invest themselves into our clients' success.



1) Break entire company into four teams for brainstorm sessions.

2) Keep teams focused on Three Pillars:



• Client's Brand Portfolio



• Client's Package Types



• Client's Markets

3) One month later, reconvene for four presentations; gather the best ideas into a single presentation to the client.



## RESULTS

An astounding array of fresh thinking and insights came from ALL corners of the DT&A organization. The account team distilled all ideas into a presentation that was shared with the client to great reception.

We discovered



Compatible food products could be packaged together to save costs and increase sales.



Food packaging thickness could be changed to reduce weight without sacrificing protectiveness.



Resealable packaging provides longer refrigeration shelf-life and eliminates waste of repackaging after opening.



Placing healthier snack options, like individual cheese sticks, at the front of the store offers alternative to candy.

## WHY PSI @ DT&A?

- Trust our DNA — decades of collective intelligence, nimble and creative industry experts with a wide network of influencers, suppliers and idea-shapers unique in the industry
- Cross-pollinate within the company — accounts, sales, marketing, customer service, administration, executive ... open our minds to new points of view and encourage the free exchange of ideas
- Add value — relentlessly focus on our client relationship and, ultimately, win new business

## WHAT'S NEXT

Every food organization could benefit from a no cost, no obligation review from DT&A to search out the innovative ideas that can take their product to the next level.

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