



## Catered Art: Food Services

Prior to working with Living Blueprint, Catered Art defined themselves on their website as a boutique catering company that took care of a high end clientele. While all of this is true, Catered Art has much more to offer and the new brand positioning helps show each aspect of this growing company. Working together Living Blueprint and Catered Art defined their market and discovered who they really are as a company. Through our 'insight and discovery process, Living Blueprint determined a multifaceted, full service business offering; consulting, professional catering, event planning, cooking classes, as well as a strong community connection started to take shape.

A key strategy for Catered Art to move forward in their market place is to utilize social media and the power of a well detailed brand and website to create strong channels of communication for each market segment. The new website has a powerful content management system letting them control almost every aspect of their site.

The website was designed to showcase Catered Arts' services as intimate and spectacular while focused on their clients personalized needs. To put it simply, "elegantly manly" was best way to describe the tone and feel of the brand that ultimately captured the Catered Art personality.

### SERVICES:

Branding  
Brand Management  
Consulting  
Digital Branding  
Packaging

### Year:

2010-2011