



Client | Sunfare

Campaign Scope

Sunfare (formerly the Delivery Zone) built a solid and loyal customer base in the Los Angeles area since it began in May 1997, providing nutritionally balanced, personalized diets for people without the time to do so themselves. The majority of the business had been developed through referrals. Sunfare hired Pacifico to facilitate its name change, further penetrate the LA area, and launch into Orange County.

Pacifico provided Sunfare with a very targeted, integrated and cost-efficient communications program, with regional media buys for cable TV, newspaper, national magazines (on a local basis) and radio. In addition to producing magazine and newspaper ads, and radio, TV and online advertising, Pacifico created a new identity program for Sunfare including a business system, fleet graphics, magazine and newspaper ads, and radio, TV and online advertising.

Campaign Scope | Advertising campaign

Campaign Summary

Pacifico's dynamic creative and targeted messaging helped differentiate Sunfare in a very competitive marketplace. During the campaign launch period, interest in Sunfare's product offerings was at an all-time high. Sunfare Web site hits went from a monthly average of 3,000, to nearly 50,000. The new look and feel Pacifico created for Sunfare visually captured the company's core values and ingredients for success.

