



**Mmmake
your mark**

CAMPAIGN TOOLKIT

Mmmm



INTRODUCING MMAKE YOUR MARK...

'Mmmake Your Mark' is an exciting new campaign that has been built by - and for - the UK's food and drink industry to showcase why it's such a vibrant place to work.

We have an inspiring story to tell! But to collectively build the reputation of our sector will take close collaboration across industry, trade bodies and government. This campaign is just the start of that journey - by providing an engaging, unified, and consistent platform for the entire industry to get behind.

We know that you already have fantastic channels, host engaging events, and are brimming with creative ideas to attract the next generation of talent! This toolkit has therefore been created to promote collaboration - providing inspiration, assets, and content to bring this shared campaign to life. 'Mmmake Your Mark' has been designed to work on your own corporate channels, and to complement your existing communications, recruitment marketing and employer branding plans.

Get involved - and let's take the first step in working together to amplify our collective voice!

What you'll find in this guide...

- How to get involved 3
- Key messages 4
- Creative assets 6
- Taking part on social media 9
- Designing your own graphics 10
- More information 11



HOW YOU CAN GET INVOLVED...

With this campaign, there is no one-size-fits-all - make your selection from our menu of ideas and get involved!

MENU

APPETISERS

Get started by using your corporate social channels:

- Use our TikTok, LinkedIn, and Instagram assets across your channels – and add the #mmmakeyourmark hashtag to relevant posts.
- Follow "Mmmake Your Mark" on LinkedIn and boost our activity with likes, comments, and shares.

We're asking the entire industry to support the campaign launch on LinkedIn. Download our LinkedIn guide to join in, and:

- Share a launch post on your corporate channels.
- Help your senior leaders create a short video.
- Encourage your workforce to take part!

ENTRÉES

Take the Mmmake Your Mark campaign directly to prospective candidates:

- Use the campaign logo, key messages, videos, and other materials in your recruitment outreach and communications.
- Incorporate key messaging into collateral including job descriptions and careers websites.
- Use our slides, posters, and videos at your careers fairs, presentations and events – and within your local community outreach with jobcentres or other partners.

DESSERTS

Do you have room for one more bite? Get creative with our campaign assets:

- Host brainstorming sessions with HR, talent, comms, and marketing teams.
- Review and update your plans to include campaign elements.
- Engage your supply chain partners.
- Develop new ideas, such as 'day in the life' content or CEO 'back to the floor' experiences.

Remember, these assets belong to our industry, so please use them in creative ways to design your communications and engagement plans!

Mmm



mmmakeyourmark@igd.com

KEY MESSAGES

About the Campaign

The 'Mmmake Your Mark' campaign unites the UK's food and drink industry to showcase why it's such a vibrant place to work. Together, we'll inspire the next generation of talent to envision their future in our sector!

Through this tasty new campaign, industry, trade bodies and government will amplify our collective voices to proudly champion the dynamic career opportunities our industry can offer. Whether you're looking to discover your purpose, embrace new possibilities or advance in your career, our industry has an inspiring story to tell.

Campaign hashtag: #MMAKEYOURMARK



About Our Industry

The UK food and drink industry is a powerhouse of innovation, playing a crucial role in shaping the economy and our nation's future.

Pepper your communications with these key facts and stats, showcasing the vital role the food and drink industry plays in the UK:



- British farmers grow over 60% of all the food we eat ¹
- Food and consumer goods stores account for over 40% of all retail sales ¹
- Eating out makes up nearly 40% of all food sales ¹
- Within manufacturing & processing alone, there are around 11,675 businesses ⁴
- Wholesale distribution has a combined turnover of £31 billion, employing nearly 90,000 people evenly across the country ⁵
- In Scotland alone, the food and drink industry will need 30,100 new recruits by 2033 to meet the skills need of the sector ²
- Scotch Whisky is the UK's top food and drink export – and nine in ten distilling jobs in Britain are based in Scotland ³

¹ IGD Viewpoint | ² Skills Development Scotland | ³ Scotland Food and Drink Partnership | ⁴ the National Skills Academy for Food and Drink | ⁵ Federation of Wholesale Distributors

KEY MESSAGES: OUR STORY

Use our three bite-sized strands – **Purpose**, **Possibilities** and **Progression** – to shape your communication, whether you're speaking to students, job-hunters or industry experts.

PURPOSE

This sector is not just about satisfying appetites! It is a place where you can ignite your passions and discover your purpose.

There's nothing more vital than food and drink – it supports our physical and mental health, impacts the planet, and sits at the heart of our national economy and communities. A career in this industry is your chance to be part of something big and important.

Picture yourself at the forefront of culinary science, discovering new flavours or pioneering sustainable practices. As a nutritionist or food technologist, you can help tackle obesity. In manufacturing or supply chain roles, you'll be leading efforts to reduce carbon emissions. As an engineer, you could be solving problems, boosting efficiency and even designing the factory of the future to play a crucial part in achieving net zero.

We offer a world of work that nourishes more than just people's appetites: together, we're creating a healthy, sustainable society. Through a career in food and drink, you can play a central role in tackling some of our biggest national challenges – like feeding the nation, fighting climate change, supporting healthier lifestyles and even boosting the UK's economy.

POSSIBILITIES

From farm to fork, science to sizzle and tech to taste, we are a varied industry that's continually evolving – and one where anything is possible.

The food and drink industry is bursting with diverse roles that need a range of expertise and perspectives, especially those with a passion for STEM.

You could be out in the fields growing food or in the kitchen of a top restaurant crafting culinary masterpieces. If you're a science enthusiast, picture yourself in a cutting-edge lab, developing innovative products that could revolutionise the way we eat. We are an industry that is truly tech enabled and data driven – the talents of engineers, technicians and data scientists ensure our factories and food chains run smoothly and efficiently. Or maybe you're a marketing guru, who could be the next creative force behind some of the nation's biggest brands.

Beyond the sheer variety of roles, our industry also offers a wide array of working styles. From permanent full-time positions to shift jobs, part-time roles, flexible schedules and seasonal work – there's a place for every lifestyle and career aspiration. What's more, we're a truly global industry with opportunities to expand your horizons beyond the UK.

PROGRESSION

From entry-level to the executive level – food and drink is a place for progression, where you can start small and think big.

Whatever level you start at – whether you're fresh out of school, college or university or looking to pivot from a different career – you'll be able to go further in food and drink. You'll have opportunities to train, learn new skills and grow your experience, day by day.

If you're just setting out, there are opportunities to earn while you learn through a variety of apprenticeships and programmes designed to equip you with the skills and hands-on experience you need to be on a fast track to success.

For those with a thirst for knowledge and innovation, there are dynamic graduate and research roles that will challenge and inspire you – and if you're transitioning from another sector, the food and drink industry offers a wealth of training opportunities to help you excel.

In this industry, your background is just the beginning of your story. The real adventure lies in the journey ahead, filled with growth, learning, and the chance to make a real impact.

CREATIVE ASSETS

Our Mmmake Your Mark creative is vibrant, just like our industry! The campaign assets are playful, with a fun logo, bold visuals - and can be easily personalised using our graphic stickers, shapes, colours and fonts.

Here is what is available for you to download and use:

- **PowerPoint Template**
- **Logos** – icon and partnership versions
- **Stickers and Shapes**
- **Design Templates** – poster and digital graphic
- **Fonts**
- **Video Assets**
 - Campaign video
 - Shorts – purpose, possibilities, progression
 - Logo animation
- **Social Assets**
 - Campaign video for LinkedIn
 - Reel / TikTok Shorts – purpose, possibilities, progression

Don't forget to download our LinkedIn Campaign Guide too!



Logos



If you'd like to use the MYM logo, there are three choices: the full logo, the licking lips icon (ideal for use in small spaces!) or the partnership template (showing how you can use your logo alongside ours!)

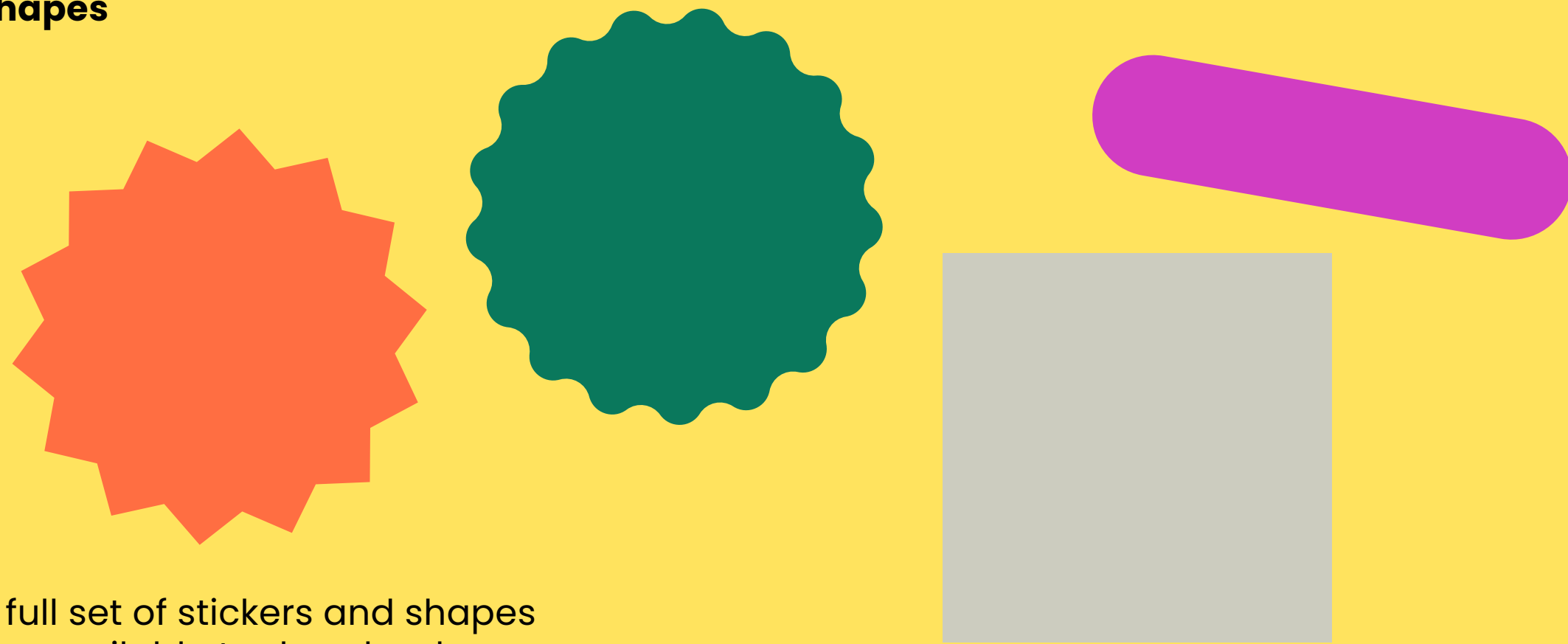
MORE ASSETS FOR YOU TO USE

Our graphic stickers, colourful shapes and photographs are key elements of the Mmmake Your Mark vibrant visual identity – and are available for you to download and use!

Stickers



Shapes



A full set of stickers and shapes are available to download.

Photography



Photography is a great way to showcase what's different about the food and drink sector: tasty food and drinks shots, the care and attention throughout the farm to fork process, and capturing colleagues naturally in the diverse range of roles they do. Please use photography from your own organisation and of your workforce to create your own campaign assets.

FONTS AND COLOURS

Our bold colours and fonts will help you create engaging and consistent content!

Fonts

Paytone One Regular

H1
For use on large headlines.

Coffee Service

H2
For use to support Paytone Regular in large headlines.

Coffee Service is available for download from Adobe Fonts:
fonts.adobe.com/fonts/coffee-service

ROBOTO BLACK

P1
Headings within body copy, pull out important information and statement typography.

Poppins
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

P2
To be used for all body copy.

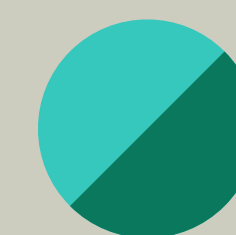
Colours



Colour Breakdown



Body copy on backgrounds



Headlines or graphics on backgrounds

TAKING PART ON SOCIAL MEDIA

Social media is an important way to reach prospective candidates, so we've crafted some brilliant user-friendly assets in formats that work across all social channels - including TikTok, Instagram and LinkedIn.

LinkedIn is our Launchpad

LinkedIn is the perfect platform to harness the collective voice of our industry and kickstart our campaign. Known as the "go-to" platform for recruitment, it is the ideal space for both companies and individuals to get involved.

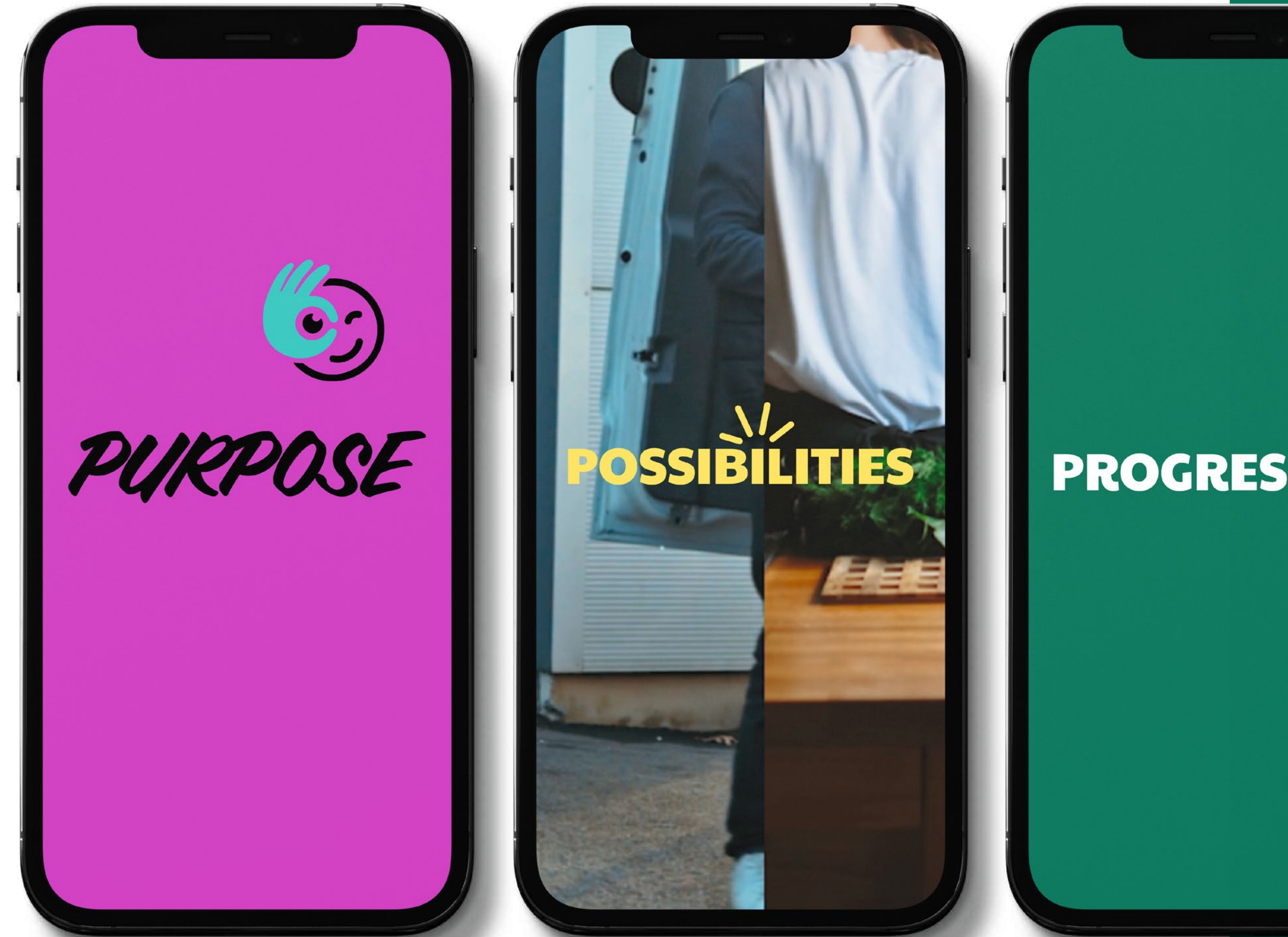
Download our LinkedIn Campaign Guide, which will walk you through everything you need to know to support the launch.

Tips for Success

- Amplify with all your channels: LinkedIn, TikTok and Instagram will be particularly important in reaching the target audience.
- Be Authentic: Channels like TikTok and Instagram thrive on authenticity - use them to share personal stories and provide a look behind-the-scenes!
- Have fun: You can use the assets provided as your inspiration to create engaging posts and encourage your network to join the conversation.
- Collaborate: Link up with other organisations to amplify your reach. Interested in collaborating? Contact us at mmmakeyourmark@igd.com

Let's harness the power of social media together and make this campaign a success!

#MMAKEYOURMARK



Instagram Reel or TikTok | 9:16

DESIGNING YOUR OWN GRAPHICS

We've provided design files so you can customise and create your own posters, graphics, and assets. These templates are versatile and can be used in print, on social media, or digitally.

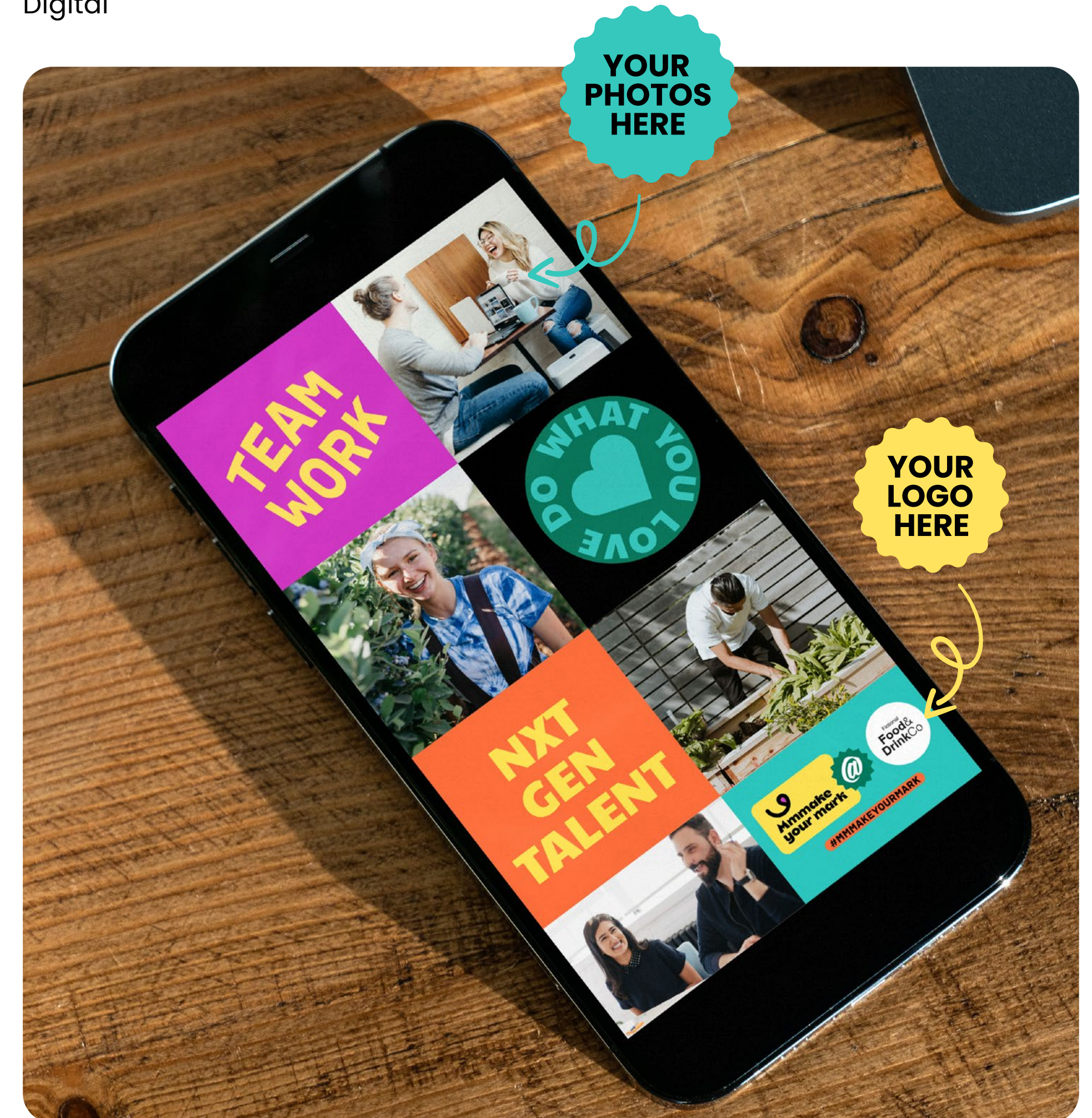
Think creatively with your own "from-to" ideas (like "from tech to taste" or "from science to sizzle"), add pictures of your workforce, and incorporate your company logo to make them authentically yours.

GET CREATIVE!

Print



Digital



NEED MORE INFORMATION?

Mmmake Your Mark has been created as a unified campaign platform for our entire industry to support. We've intentionally left the call to action flexible so you can tailor it to your needs. The creative assets have been designed so that you can direct traffic to your own organisation's websites and recruitment activities.

If you need some inspiration, there's already a wealth of excellent information and resources about careers in food and drink available. Here are a few key links from our partners – feel free to share and signpost to them in your communications!

