

**BTOB's BEST 2007** **Creative**

**Corn Products International**

**Agency:** Davis Harrison Dion, Chicago **Campaign name:** "A World of Ingredients, A World of Ideas." **Launch date:** March 2007 **Creative credits:** Bob Dion, creative director; Nat Davis, senior art director; Jenna Schauer, copywriter; Rob Grogan, director of creative services. **Why we liked it:** Beauty shots of bread and ice cream looking as if they

**Honorable Mention**

could be pulled right from the page and eaten made us Chasers hungrier than we already were after a long day of reviewing ads. But once we had a bite and got our blood sugar back up, we were still quite impressed with the ads by Corn Products International. The campaign, which included print, direct, collateral and events, shines the spotlight on the versatility of innovative corn-based ingredients for the food industry. Print ads get into specifics, briefly but with impact. "You may know us for sweeteners. We also produce hundreds of other innovative ingredients such as specialty starches for gluten-free baking." Recipe cards are another component, but upon closer inspection, we realized they are not recipes but actually descriptions of products. Green and gold colors—and type set in an easily readable, condensed font—subtly evoke tall stalks of corn throughout the campaign without ever showing a kernel.



Print



Event marketing

**Expandex® modified tapioca starch**

Expandex® modified tapioca starch, for use in gluten-free baking applications, creates a taste more like wheat-based products. Its unique characteristics expand formulation possibilities in the gluten-free marketplace.

<b>Features:</b>	<b>Applications:</b>
<ul style="list-style-type: none"> <li>Improves the appearance, texture and flavor of bakery products</li> <li>Creates a moist and expanded crumb. Improves food's crisp texture in baking applications</li> <li>Can reduce the amount of gums needed</li> <li>Extends shelf life</li> <li>Brings out the natural flavor of bakery products</li> </ul>	<ul style="list-style-type: none"> <li>Breads</li> <li>Biscuits</li> <li>Cookies</li> <li>Bagels</li> <li>Breadings and coatings</li> <li>Crackers</li> <li>Muffins</li> <li>Pizza crust</li> <li>Wells</li> <li>Waffles</li> </ul>

**expandex**  
modified tapioca starch

[www.expandex.com](http://www.expandex.com)

\*Expandex® modified tapioca starch does not contain gluten from wheat, oats, or rice.

Best Creative - Integrated Campaign in 2007 (Less Than \$200,000)  
Trade show booth, print, direct, and collateral  
Honorable Mention (3rd Place)