

PRISM Adds New Client, Smithfield Foods

BLACKSBURG, VA – [PRISM](#), [Pamplin's](#) next generation marketing firm, announced a new client, Smithfield Foods. PRISM is teaming up with [Smithfield Foods](#) to promote their brand on the Virginia Tech campus during the [Hokie Football](#) and [Basketball](#) Seasons. These campaigns will be implemented by PRISMites in the Fall of 2018 and Spring 2018.

Smithfield Foods is a leading packaged meats company based in Smithfield, Virginia. The \$15 billion global food company proudly boasts the title of “world’s largest pork processor and hog producer”. Smithfield Foods packaged meats include brands such as Smithfield®, [Eckrich®](#), and [Nathan’s Famous®](#).

PRISM will assist in promoting brand awareness and increasing the company’s digital footprint in addition to Smithfield Foods’ current sponsorship with [IMG](#) and Virginia Tech. The award-winning organization will create a strong digital presence for Smithfield Foods by utilizing creative multimedia marketing strategies including social media marketing, print articles, and interactive activities and events.

PRISM will strengthen the digital profile of Smithfield Foods on the Virginia Tech campus with a team of PRISMites including an account manager, graphic designers, social media strategists, and copywriters to provide support and marketing expertise. PRISM’s Chief Marketing Officers [Amanda Tinkleman](#) and [Darius Boles](#) will lead and oversee the strategy development and implementation, Maggie Vaughan will act as account manager, and [Hanna Kron](#) will support the account along with the guidance of [Donna Wertalik](#), Director of Marketing for the Pamplin College of Business and PRISM faculty founder and advisor.

"The Smithfield Foods Partnership represents a fantastic opportunity for PRISM to work with a local company that operates internationally as well," said Donna Wertalik. "This only reconfirms the caliber of the PRISM organization and the strength and knowledge of our amazing VT Pamplin students. We are honored to have the chance to work with Smithfield Foods and provide unique digital experiences for our campus and the brand."

The team will establish key performance indicators for the campaign activation, creative design, social media strategy, and data analytical insights. Each category will be assessed and monitored to track overall success of the campaign. PRISM will use their efforts to create brand awareness for Smithfield Foods and increase the brand’s exposure during the Virginia Tech Football and Basketball Season.

To see more from PRISM and stay updated on their work, follow their social channels.

Twitter: [@VTPRISM](#)

Instagram: [@vtprism](#)

Facebook: [VT PRISM](#)

Website: [vtprism.com](#)

Press Inquires:

Donna Wertalik

wertalikd@vt.edu

About PRISM:

PRISM is an interdisciplinary marketing firm, run by the next generation of creatives, strategists, analysts, and marketing mavens. The organization's members comprise of a variety of majors with diverse talents that help create PRISM's unique work. As student advertisers, they have a deep understanding of the ever-changing digital landscape and have a close eye on the latest trends.