

Out of the Ordinary: TFFA Member Thinks Outside the Box to Promote Southwest Fuel & Convenience Expo

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Marketing is one of the most important things a business can do. Not only does marketing build brand awareness but it can also increase sales, grow businesses, and engage customers. From print to digital, marketing plays a crucial role in ensuring goals become realities.

Each year the Texas Food & Fuel Association (TFFA) puts together a marketing plan for the Southwest Fuel & Convenience Expo that includes digital, print, social media, and other communication platforms.

Recently, TFFA played a small role in **Facility Solutions Group (FSG)**'s promotional video featuring its new line of products and services that will be on display during the 2018 Southwest Fuel & Convenience Expo.



"FSG is excited to be showcasing our energy management solution, Clarity™, at the Southwest Fuel & Convenience Expo this year. We believe convenience stores are one of the most underserved markets in our fields," said **Kendall Anderson, FSG Energy Marketing and PR Manager**. "With hundreds to thousands of locations, c-store owners and operators shouldn't have to worry about the small things, like the lighting, air conditioning and refrigeration in their stores. With Clarity™, FSG alleviates this stress by remotely monitoring and controlling building systems to reduce energy usage while also optimizing store settings for the comfort and safety of the customers."

Thinking outside the box is more than just a business cliché. It means approaching challenges in new, innovative ways; and understanding that the strategy which worked last week, month, or year may need to be elevated to new heights.



Normally, a couch sitting in front of a dispenser at a gas station at 10 p.m. would seem out of the ordinary, but in **FSG's** case, it makes perfect sense!

"We wanted to create something fresh and original that showcases how easy it is to monitor your building systems with Clarity™," said Anderson. "The SW Expo is already such a fun event, so we wanted this video to encompass that spirit. This video is anything but ordinary. It's fast-paced, comical and features an animal friend we don't usually get to see in the state of Texas," she added.

As the ultimate food and fuel fiesta makes its way to the Alamo city, thousands of convenience retailers and fuel marketing professionals will look to collaborate, innovate, and learn.

Share your Southwest Fuel & Convenience Expo marketing efforts with us — we want to hear and see from you!