

FOR TOFU & SOYBEAN FOOD BRANDS

Reach people who don't shop your aisle.

A focused marketing audit from American Soybean Co.

American Soybean Co. helps tofu and soybean brands examine their names, product stories and creative through the eyes of potential new customers. We turn that audit into specific ideas to test.

What the audit examines

The product	The audience	The invitation
Name, descriptor, flavor, format, preparation and proof.	Existing customers, potential new buyers and the occasions that matter to them.	The first visual, the first seconds, the product story and the path to purchase.

A practical starting point

Choose one brand, up to three products and one priority audience. Receive a concise audit, an audience opportunity map, three creative directions and a plan for the next test.

Work directly with Nick Madison

Nick is the founder of American Soybean Co. and USA TOFU. His independent work connects soybean foods with everyday culture through photography, characters, on-camera comedy and plain-language education.

Discuss a marketing audit: nick@americansoybeanco.com
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THE ENGAGEMENT

Start with one useful decision.

Questions worth testing

A brand question	A possible comparison
Does the name explain the food?	Keep the brand visible. Compare approved product descriptors.
Does the product look relevant?	Compare a familiar eating occasion with an existing creative.
Does the story create understanding?	Compare a verified ingredient or maker story with a taste-led message.
Does interest lead anywhere?	Connect the creative to a clear product, preparation and purchase route.

What you receive

A proposed two-week audit sprint covers one brand, up to three SKUs and three relevant competitors. The agreed review includes product pages and a defined sample of public content. Deliverables are a 5-8 page audit, an audience opportunity map, three concepts, a test plan, one working call and one revision round.

How it becomes a campaign

Selected concepts can move into photography, short video, retail content or a limited creative test. We agree the audience, product, distribution, approvals, usage and budget before production. Testing distinguishes attention, understanding and intent from demonstrated purchasing behavior.

Useful inputs from your team

A priority product and market, current creative, approved claims, store availability, existing audience learning and one accountable project owner. The project fee is set after a short scoping conversation.

Independent work to explore

USA TOFU - consumer culture and creative work

Tofu Is Soybeans - ingredient education and campaign evidence

American Soybean Co. - existing partnership materials

Bring one product and one question.

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