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EggLife Foods Selects Haberman As AOR

by Fern Siegel (/publications/author/1109/fern-siegel/), 3 hours ago



EggLife Foods tapped Minneapolis-based Haberman as its agency of record. As AOR, Haberman will provide brand strategy, integrated campaign planning and implementation, creative and social strategy and content, media planning/buying and public relations for the brand.

The account was awarded after a competitive review. Previously, Hill Holiday was the lead strategy and creative agency.

The natural-foods company uses cage-free eggs to transform traditionally flour-based foods into nutritious alternatives. It uses a patented technology for its egg-white wraps.

"We started looking for a new creative agency and ended up consolidating everything with Haberman. We needed a new strategic and fully integrated articulation of the egglife brand," said Andrea Schwenk, Chief Marketing Officer of EggLife Foods.

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Schwenk says the company was comfortable with “Haberman’s ability to handle all of our needs, and free ourselves up to be more strategic and productive as a startup marketing team.”

Haberman’s first work for the new account is expected in January 2023.

Doug Moore, Haberman’s new Chief Commercial Officer, said: “We’re much more focused on sales and brand outcomes than all the middle-metric clicks, views and bobbles agencies get lost in. Modern storytelling happens at two speeds: campaign and daily culture.”

The agency has also done work for Organic Valley, Annie’s, Taylor Farms, Traditional Medicinals and Vital Farms.

In October, Haberman was selected as the agency of record for a new campaign for the Minnesota Department of Health.

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