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**Haberman Hatches Egglife Food Campaign After Being Named AOR**

by **Fern Siegel** , 2 hours ago



Haberman has kicked of an integrated marketing and advertising campaign for egglife, a brand of protein-packed wraps made with egg whites.

Haberman became agency of record for Egglife Foods in December 2022.

The full “The Perfect Wrap for That” campaign launched this June with video, out-of-home, podcast, digital, social, search and influencer. The work pushes the nutritional aspects of the wrap, in a partnership with Ross Mathews, the TV personality who discovered egglife as part of his eforts to eat healthier and keep weight of.

The agency's remit was to enhance consumer awareness of the wraps, which was low.

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“Haberman dug into audience data and showed us we were likely leaving sales on the table by focusing primarily on low-carb and grain-free benefits when our wraps ofer so much more,” said Andrea Schwenk, Egglife Foods’ Chief Marketing Ofcer. “We already knew egglife wraps were a game changer for people with dietary needs, but the broader consumer shift to prioritizing protein throughout their day and meal occasions widened the aperture of who we could reach and impact.”

The campaign highlights egglife’s these elements and features recipes for any time of day, demonstrating how the wraps can be swapped for traditional flour based tortillas, breads and wraps.

J. Zachary Keenan, creative group lead-partner at Haberman said the client "aligns with our mission and expertise in the better-food movement."

Haberman's natural-food client list includes Organic Valley, Annie’s and Taylor Farms.

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