

BUILDING BRAND LOYALTY, INCREASING SALES AND INSPIRING ADVOCACY.

INTEGRATED COMMUNICATIONS EXPERIENCE & CAPABILITIES

LANE, a Finn Partners Company MARCH 2018







BOUTIQUE-STYLE SERVICE BACKED BY THE REACH AND RESOURCES OF A GLOBAL FIRM

BUSINESS BUILDERS

Business-driven public relations firm founded in 1990 with offices in Portland, Seattle and New York City

FULL-SERVICE MARKETING CAPABILITIES

Joined the Finn Partners family in 2016, an integrated marketing communications firm headquartered in New York City

GLOBAL REACH AND CONNECTIONS

Network of 600+ employees across 17 offices in the U.S., Europe and Asia

INDUSTRY EXPERTS

Industry-leading team with proven experience across food, beverage, fitness, beauty, retail, lifestyle, CSR, health and wellness



25+ YEARS OF **EXPERIENCE**



150 +CONSUMER

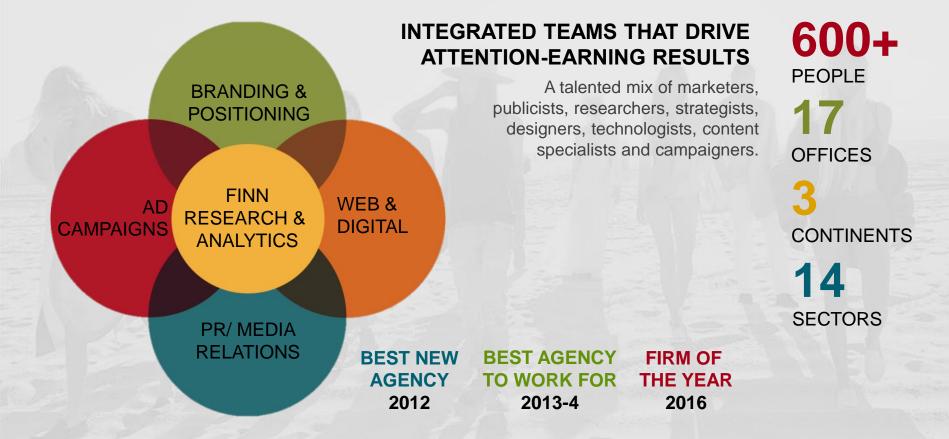
BRANDS

BRANDS & PRODUCERS











SELECTED EXPERIENCE

HEALTH WELLNESS FOOD/ BEVERAGE

































































When buying cherries this summer, what attributes were most important in your decision to purchase?

(Average: Rated on a scale from 1 to 7, where 7 is extremely important and 1 is not at all important)

Color / Perceived Taste	6.1
Price / Value	6.0
Sale / Discount	5.5
Health / Nutrition	5.5
Convenience	4.9
Display	4.7
Circular ads / Sale flyers	4.6
Occasion / Use	4.5
Organic	3.5

The decision making criteria used by our customers at the

point of purchase

During the fresh season,
our HEALTH CAMPAIGN garnered
967.4 million media impressions

around the positive

health attributes of Northwest sweet cherries.



- 1. Anti-inflammatory super powers
- 2. Natural, healthy sweetness
- 3. Gone with the gout
- 4. Better sleep in every bite
- 5. Bolstered fiber intake

6. Secret cancer-fighting agents

