
- Advertisement -

Del Monte Fresh Produce names Heart Creative its social media agency of record

October 24, 2019

Del Monte Fresh Produce, one of North America's leading marketers and distributors of high-quality fresh and fresh-cut fruit and vegetables, has partnered with Heart Creative to oversee and manage all digital marketing efforts after an extensive agency review process.

The Portland, OR-based shop will be tasked with launching a comprehensive social media and content strategy program, developing monthly content across platforms including Facebook, Instagram, Pinterest, Twitter and YouTube, as well as analytics and optimization.

Heart Creative was co-founded by Mollie Harris and Jennifer Bryman in 2012 with the sole mission of supporting natural food, beverage and wellness companies with culinary content and digital marketing strategy to inspire people to cook more and live better.

"From our early conversations with Mollie and the Heart Creative team, it was tremendously clear that Heart's niche expertise in the natural food industry would be a perfect match for Del Monte's immediate need for a proven and progressive social media marketing strategy," said Rebecca Gautrey, director of marketing for Del Monte Fresh Produce. "Heart has a very unique expertise: the ability to develop a robust content strategy that is both data-driven and delicious."

Del Monte's decision to partner with Heart Creative comes at a pivotal time as the company doubles down on their mission to inspire healthy lifestyles through wholesome and convenient fresh fruit and vegetables as a catalyst for community interaction. Most recently, Heart Creative has developed a digital engagement campaign dubbed "Better In Bananavision™" that encourages consumers to

win, dress up and post themselves (and their bunch!) in banana suits for the purpose of making the world look as bananas as it truly is.

“Our partnership with Del Monte Fresh Produce is a tremendous opportunity for us to advance our aligned missions of inspiring families to cook and enjoy simple, wholesome meals together,” said CEO and Co-Founder Mollie Harris. “Del Monte Fresh Produce is a 125 year old brand with a reputation for providing high-quality produce to all, so we couldn’t be more thrilled to offer our fresh culinary expertise and proven digital marketing strategy. The most exciting part is that, together, we have the opportunity to impact America’s food culture in a big way--bringing us back to what health really looks like: whole foods, fresh flavors, all the colors, and delicious satisfaction.”

Del Monte Fresh Produce joins Heart Creative’s strong roster of brands including Hain Celestial, Tofurky, FAGE, Woodstock Foods and Califia Farms.

[Print](#)