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North Shore Living Herbs + Greens using innovation through animation

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Taking a new approach in engaging with retailers, North Shore Living Herbs + Greens released an animated video that takes you on a journey through their hydroponic growing process from seed to store.

North Shore decided to take a creative, new approach on the education of its products. The video takes the viewer on a virtual tour of North Shore while highlighting sustainability and product usage.

“We are taking the new year to a new level this year and want to focus on the education of our company and products,” said Vivianna Greene, marketing manager at North Shore. “With COVID here and the lack of events, we wanted to create something pleasing to listen to and inviting for consumers and our retailers to connect North Shore Living Herbs + Greens to our primary focus and goals.”

North Shore will take a two-prong approach by rolling out the video by engaging with consumers through targeted ads on YouTube and Spotify, as well as to the produce trade for retailer education on the company.

“I believe pictures are worth a thousand words when it comes to education,” said Suzette Overgaag, vice president of North Shore. “We are excited to share with our customers how the freshest herb ingredients are grown and cared for in our first animated video from North Shore.”

North Shore Greenhouses Inc. started delivering its full line of North Shore Living Herbs + Greens in the produce department in the mid 1990s. Since then, it has grown into 10 acres of hydroponically grown greenhouse space. It is one of the first herb growers in the United States to be certified and recognized for sustainable growing by SCS Global Services.

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