



- Advertisement -

NatureSweet chooses new digital agency

---

July 11, 2022

Placing an emphasis on its expanded product lines of greenhouse-grown peppers and cucumbers, [NatureSweet](#) has revamped its website with the help of digital agency 270B.

“270B has impressed us since the first pitch, we have worked together on initiatives with Avocados From Mexico, and we can’t wait to see how we can bring our purpose to life on our website working together,” said Travis Laveault, senior digital manager at NatureSweet.

“The vision of NatureSweet is to transform the lives of the entire agricultural industry, and they start by doing right by their associates first. They in turn produce a best-in-class product that is kind to the environment, is light-years ahead of the industry, and a beautiful model for other brands to follow. We are honored to be their partner to bring this vision to life on their new website,” said Jeffrey Lefkovits, director of client services at 270B.

After eight years of organic growth and successful partnerships — most notably for Avocados From Mexico and being a key partner in their successful digital big game campaigns — CEO of 270B Agency Kristian Bottini decided it was time to be more aggressive with the agency’s growth.

In January, Bottini kicked off the process to create an agency vision and new business strategy. It was built upon the foundation laid the year prior which saw 270B double its staff, attracting creative and account personnel from notable agencies in Dallas and production staff through its satellite office in Brazil.



[Print](#)