

**Working Towards
the Green Banana**



DOLE FOOD COMPANY: Peeling Back the Dole Brand

Dole Food is one of America's most iconic brands, and extremely active in terms of corporate social responsibility efforts and initiatives. A February 2010 media analysis, however, found that only three percent of Dole's media coverage referenced the company's CSR initiatives. The remaining coverage highlighted financial news, litigation and business acquisitions. Despite leadership in issues like childhood nutrition and environmental sustainability for decades, no one was talking about it.

Dole asked GA to join their team as the company's Agency of Record and help position the company as a leader in sustainability and nutrition initiatives. The biggest challenge that GA faced was that Dole expected tangible results in just six months.

GA developed a robust communications campaign featuring Dole's nutrition and global sustainability initiatives into media relations, direct-to-consumer outreach, innovative partnerships and online engagement. Partnerships with groups like Working Mother and Treehugger, the Discovery Channel's environmental blog, provided Dole third-party validation with previously skeptical audiences unfamiliar with the company's good works.

Targeting key consumer influencers and mommy bloggers with appealing news hooks, including interviews with celebrity dieticians and Dole's own team of nutrition researchers, the GA team swung the pendulum of Dole's media coverage back in the right direction. As of October 2010, the nutrition and sustainability campaign has received more than 36.7 million media impressions, or 46 percent of the company's current total coverage.



>6 mo.

Total Media Impressions:	36.7M
Consumer Blog Impressions:	10.5M
Business:	2.2M
Sustainability:	16.3M
Financial:	2.7M
Other:	15.5M

