OVERVIEW

Belief is a powerful word. A sustaining word. At Exponent, it’s the foundation and result of everything we do for our brands. In a world overwhelmed with message overload and clashing agendas, Exponent maintains a singular focus: We create belief in brands at the speed of culture.

Exponent builds belief through five tenets:

1. Take a stand.
   - We know reputations are formed by actions, not words.

2. Set the bar.
   - We invent the new with forward thinking and innovation.

3. Nurture cultural curators.
   - We cultivate today’s influencers to make news.

4. Fuel story sharing, not story angles.
   - We inspire people to think, feel and act.

5. Constantly engage and inspire.
   - We combine positivity with tenacity and agility.

EXPERIENCE

- Bellisio Foods
- Blu Dot
- Cenex Convenience Stores
- Christopher & Banks
- CHS
- Duluth Trading Company
- Edwards Lifesciences
- Farm Credit Mid-America
- Florida’s Natural
- General Mills
- Invisalign
- Land O’ Lakes
- Medtronic
- Nestlé Purina
- Plano Synergies
- Progressive Agriculture Foundation
- Peanut and Tree Nut Processors Association
- Recreational Boating and Fishing Foundation
- Ruiz Foods/El Monterey
- Vermont Creamery
- Wells Enterprises
- WinField United
- Zespri Kiwifruit

RECOGNITION

Exponent has earned a national reputation for creativity, measured results and best-in-category work.

- Agency of the Year, SABRE Awards
- Agency of the Year, PR Week Awards
- Best Place to Work in PR, PR News

LOCATION

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BELIEF ARCHITECTS

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Managing Director
Lisa Tomassen
CPG and Retail
Keith Negrin
Outdoor Recreation
Carol Anderson
Reputation Management
Mike Caguin
Chief Creative Officer
Ed Bennett
Design Director

CAPABILITIES

- Public Relations
- Social Media Engagement
- Employee Communications
- Media Relations
- Influencer Engagement
- Experiential Marketing
- Content Marketing and Distribution
- Reputation Management
- Analytics
- Crisis Prevention and Resolution
- Digital Marketing
- Employee Communications
- Experiential Marketing
- Analytics
- Digital Marketing

FOR MORE INFORMATION

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