

# EXPONENT

## 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.

## CATEGORY EXPERTISE

Consumer Packaged Goods  
Retail and QSR  
Food and Beverage  
Health and Wellness  
Agribusiness  
Pet Care

## 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

## EXPERIENCE

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

## 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

400 First Avenue North  
Minneapolis, MN 55401

## NEW BUSINESS CONTACT

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## BELIEF ARCHITECTS

Tom Lindell  
*Managing Director*

Lisa Tomassen  
*CPG and Retail*

Keith Negrin  
*Outdoor Recreation*

Carol Anderson  
*Reputation Management*

Mike Caguin  
*Chief Creative Officer*

Ed Bennett  
*Design Director*