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DATE: December 8, 2011
RELEASE: IMMEDIATE

one agency. one vision.
two egos.

ADV. **BOONEOAKLEY** ADV.

The Queen's Banana

ADVERTISING FACT SHEET

Client: (none)

↓ Agency: BOONEOAKLEY, Charlotte

Target: Chiquita Brands International (NYSE: CQB)

Background: Chiquita announced on Nov. 29 that in 2012 it will move its corporate headquarters, and 400+ jobs, from Cincinnati to "The Queen City," a.k.a. Charlotte, N.C., whose logo is a crown.

Dual brief: Welcome Chiquita.
Share the enthusiasm for Charlotte's economic good news.

Media: Large, urban billboard, directly across from Chiquita's future home in the NASCAR Plaza office building, and visible, perhaps, from the executive suite of chairman and ceo Fernando Aguirre.
Poster-size direct mail, to Chiquita marketing executives.

CDs: David Oakley, John Boone

ACD/CW: Keith Greenstein

AD: Eric Roch von Rochsburg

Breaks: December 9

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