

WONDERFUL AGENCY NAMES MARGARET KEENE AS ITS NEW CHIEF CREATIVE OFFICER

Los Angeles, CA (May 4, 2021) The Wonderful Company, the privately held, Los Angeles-based company dedicated to harvesting health around the world, announced today that Margaret Keene has joined as Chief Creative Officer of the Wonderful Agency, the in-house, full-service advertising and marketing agency that services its wide range of iconic brands. Keene will start in her new role on May 10th and will report to Agency President Michael Perdigao.

Keene will lead the Agency's award-winning creative team, generating and executing campaigns, concepts and strategies for Wonderful Halos, POM Wonderful, Wonderful Pistachios, FIJI Water, JUSTIN & Landmark Wines, and Teleflora, as well as for corporate entities including Wonderful Education, Health & Wellness, and Philanthropy. In her new role, Keene will be responsible for overseeing the creative execution across all traditional, digital, and experiential advertising and marketing platforms.

"Not only has Margaret been a formidable creative force whose imprint has been left on many historic campaigns for some of the world's best-known brands, she's also the granddaughter and great granddaughter of California citrus growers. She truly understands the power and uniqueness of our brands. We are thrilled to welcome her to Wonderful as our Agency's creative lead during a time of great growth and innovation across the Wonderful family of brands," stated Perdigao.

On her new appointment, Keene commented, "I am honored to take on this dream opportunity to help shape the future of Wonderful's best in class brand campaigns alongside a powerhouse team that puts purpose and corporate social responsibility at the core of everything they do."

Keene began her career at TBWA\CHIAT\DAY, where she spent sixteen years working on renowned campaigns for global companies such as Apple, Nissan, Mars, and Procter & Gamble. In 2011, she joined Saatchi & Saatchi as its first Executive Creative Director and led the development of the Toyota brand, including Toyota.com, Let's Go Places and seminal brand experiences like the Toyota Tundra Space Shuttle Endeavor project. When MullenLowe U.S. opened its Los Angeles office in 2014, Keene proudly joined as their creative leader, where her clients included Acura, Patrón, California Avocados, Grey Goose, and Whole Foods.

Margaret Keene Headshot: <https://bit.ly/3tg1w2M> (please download)

About The Wonderful Company

Headquartered in Los Angeles, The Wonderful Company is a privately held \$5 billion company dedicated to harvesting health around the world through its iconic consumer brands. The company's 10,000 employees worldwide are committed to bringing consumers everywhere the freshest, most wholesome pistachios, citrus, and pomegranates; bottling the finest water and wines; and creating colorful bouquets that are sure to touch the heart. This commitment is reflected in the company's market share: Wonderful Pistachios® is America's No. 1 tree nut and America's fastest-growing snack; Wonderful® Halos® is the No. 1 mandarin orange in America; POM Wonderful® is the No. 1 100% pomegranate brand in America; FIJI® Water is America's No. 1 premium imported bottled water brand; JUSTIN® Wine has the No. 1 Cabernet Sauvignon in California; and Teleflora® is the world's leading floral delivery service.

The Wonderful Company's connection to consumers has health at its heart and giving back at its core. The company has a long-standing commitment to corporate social responsibility, including more than \$1 billion invested in environmental sustainability; \$65 million in charitable giving, education initiatives, and innovative health and wellness programs each year; and \$143 million toward the construction of two charter school campuses in California's Central Valley.

To learn more about The Wonderful Company, its products and its core values, visit www.wonderful.com, or follow us on [Facebook](#), [Twitter](#) and [Instagram](#). To view the current Corporate Social Responsibility report, visit www.wonderful.com/csr.

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