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WONDERFUL AGENCY BOLSTERS ITS TOP CREATIVE RANKS

Agency Veterans Corey Bartha and Amber Justis Join the Growing LA Shop

Los Angeles (January 10, 2018) – The Wonderful Company today announced two more new hires to Wonderful Agency, the company’s in-house, full-service advertising and marketing agency. Corey Bartha, Director of Integrated Production at Publicis Seattle, will be assuming the same role at Wonderful. Bartha follows recent hire Amber Justis, who stepped into the new position of Executive Creative Director last month. Both will report to Agency Chief Creative Officer Darren Moran.

Bartha will oversee all content production, including video, print, social, activation, and experiential, while Justis will help manage and direct the creative work across all Wonderful products, including Wonderful Pistachios and Wonderful Halos. They bring to seven the number of new hires Moran has made in recent months, with at least that many more to come in the first quarter.

“Corey and Amber are two of the top talents in the business when it comes to creating brand experiences that get talked about and become part of pop culture,” said Moran. “They join a rapidly growing creative department that’s stronger and more diverse than ever.”

Bartha will join The Wonderful Company effective January 22, upon leaving Publicis Seattle. An award-winning producer who has worked at shops like Ground Zero, Ogilvy and CP+B, Corey has also held various top production positions at Wieden + Kennedy, including the Head of Integrated Production roles in both the U.S. and Amsterdam. He moved in-house in 2014 to head up all production at Quiksilver before joining Publicis in his current role in 2015.

The list of Corey’s iconic commercials and activations range from big Super Bowl Spots like Chrysler “Halftime in America” and T-Mobile’s “Drake,” to hilarious culture-driving work like the Old Spice Isaiah Mustafa spots and the Dodge Durango Ron Burgundy films, to category-shattering brand launches like Dodge Dart’s “How to Change Cars Forever” and Virgin Cola’s arrival in the U.S.

“I’m excited to work with Darren and the incredible team he’s been building,” said Bartha. “The Wonderful Company’s healthy brands, the unique business model of the agency, and the innovative work they’ve been creating are all really inspiring.”

Justis has similarly impressive credentials. An Emmy nominated Creative Director with over 19 years of experience developing famous global campaigns, she created the “Evolution of Barbie” work while at BBDO San Francisco, which introduced a new line of dolls of varying body types and skin tones to the world. The campaign garnered numerous industry accolades and snagged a Time Magazine cover story declaring “Barbie was back.”

Prior to joining BBDO, Amber held creative roles with Facebook, AKQA, Mekanism, Eleven, FCB, Ogilvy, Huge and Cliff Freeman, earning numerous awards including Cannes Lions, Clios, One Show and D&AD for clients like American Express, Cotton, Motorola, MTV, Trojan, Bravo, and Kodak.

“There is a tremendous group of creative talent at the Wonderful Agency and I’m honored to be part of it,” said Justis. “The kind of work we’re developing respects our audiences and their time: it’s entertaining, enlightening and always surprising. And it’s a big part of what makes the Wonderful brands so beloved.”

About The Wonderful Company

The Wonderful Company is a privately held \$4 billion global company dedicated to harvesting health and happiness around the world. Its iconic brands include FIJI Water, POM Wonderful, Wonderful Pistachios & Wonderful Almonds, Wonderful Halos, Teleflora and JUSTIN Wine.

The Wonderful Company’s connection to consumers has health at its heart and giving back in its DNA. To learn more about The Wonderful Company, its products and core values, visit www.wonderful.com, or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

About Wonderful Agency

Wonderful Agency is the in-house, full-service advertising and marketing agency at The Wonderful Company. Dedicated to creative excellence across all media (television, web, print, outdoor, POS, mobile and social media), Wonderful Agency builds consumer awareness and relevance across Wonderful Company brands. This is accomplished by creating effective and innovative campaigns that match the quality of the highest echelon of global firms, while offering an environment that is far more entrepreneurial and fast-paced than a traditional agency. Wonderful Agency is highly integrated in direct brand and product development decisions with company owners, business unit leadership, legal, strategy and other key stakeholders.
