



GERSHONI REDEFINES INTERACTIVE FOR HORIZON™

FOR IMMEDIATE RELEASE

SAN FRANCISCO, CA (SEPTEMBER 20, 2009) – Gershoni Creative, a leader in innovative interactive, announces its role in the launch of the development of a new interactive site that repositions the Horizon™ brand. Horizon’s advertising agency of record, Hoffman Lewis, tapped Gershoni to lead the creation of an authentic online identity that embraces Horizon’s values of providing high quality, great-tasting dairy products by genuinely connecting with moms. Horizonorganic.com is a video-based site featuring the real kids of Horizon™ employees – a concept created, designed and produced by Gershoni to showcase the playful, forward-thinking nature of the Horizon brand.

Gershoni’s challenge was to reconnect Horizon’s online presence with its real-world personality focusing the company to communicate their optimistic message to families and moms who are looking for better options for their kids. Aligning Horizon’s brand values to the experience of the website was just the kind of challenge Gershoni thrives on. Gershoni focused on capturing and communicating the experience of the brand – the joy of our children in real-time – effectively building an interactive experience that connects with a mom’s instinct to nurture her child’s well being by providing them with the best options for their future.

“The joy of parenthood, and the sense of responsibility and connection between parent and child, is at the heart of this website,” said Gil Gershoni, founder and creative director of Gershoni. “That sense of the natural, the authentic, and the organic – these things are what drive Horizon’s identity both online and off. They put children first and in creating their new website, so did we: allowing those intangible emotions to become the focal point of the visitor’s experience, and allowing them to connect to the brand on a personal level.”

Incorporating the firm’s signature approach to authenticity, Gershoni created a vibrant online experience aimed at connecting visitors to the true essence of the Horizon brand. Featuring full screen videos, a fluid navigation system, smart informative content, a clean visual design and even a playful make your own music-video game – the site is guaranteed to make you smile.

“In building this site, we wanted not only to build that trust, but also to create architecture that would let that relationship evolve,” said Amy Gershoni, director of strategy at Gershoni. “Beyond the immersive user experience, this website is designed to grow over time. It has the capacity to be reactive to the market, to support social media and sharing, to look ahead toward new technologies and ideas. Essentially, Horizon’s new website is both present-minded and future-focused – much like parents themselves.”

Combining cutting-edge technology with a meaningful message, the new website encourages playful interaction on the part of visitors. A whimsical game called “Milk Shake” has visitors using video clips to make playful music videos. And with one-click support for sharing content from the site – from product information to cross posting the Milk Shake music video to blogs and social networking sites – the site is using deeply integrated technologies to be ahead of the curve, and stay there. The combination of authentic imagery with thoughtful technologies, allow site users to forge an intimate and individual connection with Horizon’s brand.

“Horizon is a leader in bringing healthy, innovative food choices to families, and Gershoni helped us bring that to life through an engaging website. We look forward to continuing our work with them to build on the existing website, bringing information to parents and kids about how to make healthy choices for themselves, and the planet,” said Josh Holmstrom, Brand Manager for Horizon. www.horizonorganic.com

ABOUT GERSHONI

Gershoni is a Creative Agency helping brands claim their identity and find their voice in a noisy world. Gershoni’s branding philosophy is founded in the real, open expression of a brand’s true identity. Specializing in long-term partnerships, the firm helps clients navigate the evolving brand landscape through insightful strategy and breakthrough creative and authentic programs. With a unique understanding of the value of relationships, Gershoni advocates for and implements solutions that tap into the most powerful tools in business: communication, emotion, and human experience. www.gershoni.com

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