

MEDIA ALERT
FOR IMMEDIATE RELEASE

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Pine Family Farms selects Kern Marketing Group for Rebranding & Awareness

LAWRENCE- One of the best-known family farms in Kansas has expanded into new areas.

Historically, Pine Family Farms has been well known throughout The Heartland for its high-quality crops and beautiful sod grasses. Expanding upon their experience and knowledge of Kansas land, they have moved into the area of landscaping materials supplying them to designers, developers, builders, contractors and homeowners.

Rock, sod, soil and mulch as well as decorative gravel, flagstone and natural wall materials have become part of their product mix. And with all needing to be effectively and efficiently marketed, the Pine Family turned to the Kern Group.

Kathy Pine, Marketing Director of Pine Family Farms, selected Kern without an agency review. "We chose them for their proven creativity and innovative outlook on branding and target driven-marketing."

A positioning campaign is now in the works, which will include a new logo, advertising and public relations, web site and eNewsletter support, promotions and more.

In four short years, The KERN Group has become the Free State's premier resource for Marketing, Media, Advertising, Design, Photography, Audio/Video/Film and Interactive - all under one roof. They ask their clients to "Demand More From Your Marketing." The way they see it, the media you purchase is only as good as the creative message you use to advertise your business. For more information, visit kerngroupinc.com or call 785.856.1990.

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