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Contact: Courtney Denelsbeck
Email: courtney@erichopr.com
Phone: (929) 352-1299

DiMassimo Goldstein Debuts Cheeky HelloFresh “Get Fresh Together” Ad Campaign
Advertisements Bring Fresh Home Cooking and Double Entendre to NYC’s Subway Trains

January 4, 2016 (New York, NY) - Continuing its commitment to inspiring action and direct-economy innovation, NYC-based advertising and branding agency [DiMassimo Goldstein](#) (DIGO Brands) will kick off the new year by rolling out its latest New York City MTA Subway advertising campaign entitled “Get Fresh Together.”

Promoting [HelloFresh](#) (the global-leading meal kit delivery brand) through a series of cleverly brazen illustrations, the saucy campaign features a fun play on food and innuendo. Each illustration features a photo of a fresh ingredient accompanied by a playful double entendre, including “Shuck like a corn star” and “Let’s do it veggie style,” among others. On developing “Get Fresh Together,” Mark DiMassimo, CEO of DiMassimo Goldstein said, “These are cheeky calls-to-action. Each one aims to turn on the home chef in you.”

“HelloFresh can give New Yorkers a new view on cooking to get them back in the kitchen, and we hope this campaign gives them something to smile about during their daily commute,” said Seth Goldman, CEO of HelloFresh. “Cooking at home with HelloFresh is one of the easiest ways to take control of your health in the New Year, and a far better alternative to takeout, which has become a nightly ritual for most New Yorkers. We hope showing the fun, flirty, and lighter side of cooking will inspire them to give HelloFresh a try.”

The campaign will focus its placements where New Yorkers spend much of their time: on the city’s subway. Launching a half-car takeover, “Get Fresh Together” will begin running inside NYC subway cars today, January 4, 2016.

The DiMassimo Goldstein creative team behind “Get Fresh Together” was led by Chief Creative Officer Tom Christmann and Creative Director Kevin Karp. A sampling of different advertisements included in the “Get Fresh Together” campaign is available upon request.

About DiMassimo Goldstein (DIGO Brands):

DiMassimo Goldstein, an Inc 5000 fastest-growing company for both 2014 and 2015, is an independent brand and business-building agency micro network that accelerates value, scale and impact through Inspiring Action. The agency serves a rising class of entrepreneurial leaders of innovative companies in the US and beyond who want to chart a path of life-changing growth in an era of overwhelming change. Clients include HelloFresh, Great Minds, TradeStation, Online Trading Academy, Affinity Federal Credit Union, Mediacom and National Jewish Health and Retail Solutions Inc., among others. Micro-network agencies include DiMassimo Goldstein, Proove Accountable Media and Propolis Brand Consulting.

About HelloFresh:

HelloFresh currently operates in the USA, UK, Germany, Austria, the Netherlands, Belgium, and Australia. HelloFresh delivered 13.2 million meals in the three months ended September 30, 2015, and 6.1 million meals in November 2015. HelloFresh was founded in November 2011 and is based in Berlin. Further corporate offices are in New York, London, Amsterdam, and Sydney. Current investors include Baillie Gifford, Insight Venture Partners, Phenomen Ventures, Rocket Internet, and Vorwerk Direct Selling Ventures.