September 5, 2025

Trina Walters
VP of Brand Strategy
South Grove Coffee
[South Grove Coffee Address]

Subject: Charting a Path Forward for the "Local Stories, Local Beans" Campaign

Dear Trina,

On behalf of the BrightEdge team, I'm writing first to express our genuine support for you and the South Grove team. Navigating a situation of this complexity requires immense integrity, and your decisive public statement has already set a clear course.

It's in this spirit of shared values that we must now turn our attention to the "Local Stories, Local Beans" campaign. As it stands, the campaign's powerful messaging—especially slogans like "Ethically Grounded" and "Brewed with Integrity"—is now at odds with the public conversation. We know that protecting the authentic, hard-earned trust you've built with your community is the top priority.

To that end, our own foundational policies require us to ensure the marketing we produce is unequivocally true. For an agency and a client so deeply committed to authenticity, this alignment is a non-negotiable. Therefore, we must collectively pause all work on the current campaign, effective immediately.

We see this pause not as a setback, but as a vital and strategic pivot. Moments like these are what separate good brands from great ones. This is a rare opportunity to do more than just manage a crisis—it's a chance to lead the industry by setting a new standard for transparency and accountability.

We would like to schedule a meeting with you next week to propose what that future could look like. We've already begun outlining a potential new campaign direction, one centered on the powerful, human story of your journey to forge a more just and transparent supply chain. A campaign that turns this challenge into your most compelling testament of leadership.

We are more than your agency; we are your partners. We are fully committed to helping you transform this moment into a lasting legacy of trust and positive change.

Sincerely,

[Your Name]
Project Coordinator
BrightEdge Creative
[Your Contact Information]