

CASE STUDY JULY 25' TO
JULY 26'

PRESENTED BY
WE LOVE PHILLY
SOLUTIONS

WE LOVE PHILLY X GREEN LANE

GREEN LANE



ABOUT GREEN LANE

Green Lane is a produce delivery service owned and operated by Dandrea Farms, based in South Jersey. They provide fresh, farm-sourced produce directly to customers across the Philadelphia region.

Green Lane is committed to delivering fresh, local farm goods to New Jersey, Delaware, and Pennsylvania at a fair and affordable price.

PARTNERSHIP GOALS

Grow brand awareness across the Philadelphia region. Increase sales and customer retention. Expand market reach to new territories and demographics.

In partnership with We Love Philly Solutions was established to grow brand awareness, increase sales, and expand Green Lane's market reach into new territories and customer segments.



SOCIAL MEDIA GROWTH & BUSINESS EXPANSION

Instagram Growth

- Green Lane's Instagram following grew from 605 followers in July 2025 to 906 followers by July 2026 — a remarkable 66.7% year-over-year increase driven by consistent, high-quality content.
- Organic engagement surged as We Love Philly's creative strategy built a loyal, growing community around the Green Lane brand across the Philadelphia region.

Business Expansion

- Alongside social growth, Green Lane expanded its product offerings to include baked goods — broadening its appeal beyond produce and attracting new customer segments.
- Green Lane also expanded its delivery territory into New York, marking a major milestone in the brand's geographic reach and market growth.





CONTENT PUBLISHED - META

183+ POSTS PUBLISHED

300K+ ORGANIC IMPRESSIONS

115+ INSTAGRAM REELS

ACE ATTRIBUTION BOOSTING STRATEGY

70+ STATIC CAROUSELS

1M+ EXTRA IMPRESSIONS



CREATIVE APPROACH

(001)

Man on the Street activations held at Rittenhouse Square and Independence Hall, engaging real Philadelphians and capturing authentic reactions to Green Lane produce.

Scripted content centered on the "Green Lane Guy" character — developed by We Love Philly and portrayed by WLP Director of Business Development Jason N. Peters.

Field Activations: Live street-level content captured in Philadelphia's most iconic public spaces, creating relatable and shareable moments that connected Green Lane to the local community.

(002)

Supporting graphics created for weekly specials, flash sales, and general brand updates — keeping audiences informed and engaged throughout the campaign.

A comprehensive social media plan combining short-form video, motion graphics, and static carousels to build consistent brand presence across platforms.

Creative Strategy: The "Green Lane Guy" persona anchored the brand's storytelling, blending scripted narrative with organic community engagement to drive recognition and loyalty.

NEXT STEPS

Content Maximization

Starting May 2026, We Love Philly began repurposing existing Instagram content for new TikTok and YouTube channels. Both channels are fully operated by the We Love Philly team.

Green Lane's digital presence will continue to grow by leveraging existing video and graphic assets already produced — ensuring maximum return on content investment.

We Love Philly has signed a second 12-month contract to continue building with Green Lane through July 2027.

The goal is to optimize all repurposed content for SEO and GEO reach, maximizing discoverability and expanding Green Lane's audience across multiple platforms.

This multi-platform strategy positions Green Lane for sustained growth beyond Philadelphia, reaching new audiences in New York and beyond through targeted digital distribution.

