



GEORGE P. JOHNSON  
experience marketing

## Press Release

### **George P. Johnson Experience Marketing Appoints Kenny Lauer Vice President, Digital Experience**

*Creative powerhouse affirms its lead in fusing physical and online  
brand experiences to drive better results for leading consumer and B2B brands*

**Auburn Hills, MI (August 2010)** – George P. Johnson Experience Marketing (GPJ) has appointed one of the marketing industry's top digital leaders, Kenny Lauer, to the newly created position of Vice President, Digital Experience. This appointment accelerates the integration of digital into the strategic and creative fabric of the award-winning experiential programs GPJ creates with brand marketers across the globe. He previously held the position of Executive Director, Digital Experience with GPJ.

An increasing body of research and real-world application reveals that the most efficient route to engaging audiences, deepening brand relationships and driving results is through powerful experiences created and maintained through a physical-digital combination. Lauer's mandate will be to continue to evolve this discipline and deploy it for clients in technology, automotive, consumer goods and other markets. He will continue to be based in GPJ's San Francisco office.

Lauer joined GPJ in 2008 as Director of Digital Technologies and has since been involved in some of the most-high-profile programs in the marketing arena, including Cisco System's landmark Global Sales Experience (GSX). GSX was a multi-day B2B event that drew 19,000 attendees from 104 countries and 24 time zones. GSX included the first-ever use of an Alternate Reality Game in a virtual environment to drive audience engagement.

"We're creating a whole new approach to engagement that has never existed before, a results-oriented experiential model based on personalization, 24/7 availability, community-building, and brand immediacy all aimed at triggering specific behaviors and building lasting relationships," said Lauer. "The common thread across physical events, web-enabled interactions, mobility and other platforms is a targeted, creative and consistent brand experience that drives results."

Lauer's appointment follows a near-decade of investment by GPJ in both digital strategy and creative media talent, underpinned by extensive technology advisory services in such areas as lead capture and fulfillment, marketing dashboards, event logistics and more. In 2008 GPJ also acquired one of the world's top digital marketing shops, JUXT Interactive ([www.juxtinteractive.com](http://www.juxtinteractive.com)), adding to its capabilities in areas such as gaming, application design and interactive media development.

"Our job as an agency is to be constantly investing in the talent, tools and practices that create game-changing opportunities for clients – helping them open new markets, solidify relationships with key constituents and most of all, increase profitability," said Robert G. Vallee Jr., GPJ Chairman and CEO. "Kenny has been a true leader in our ongoing commitment to this mission and this appointment reflects our belief in the effectiveness and long-term impact of hybrid physical and digital experiences."

#### **About George P. Johnson Experience Marketing ([gpj.com](http://gpj.com))**

GPJ is a worldwide experience marketing agency that creates great ideas and brings them to life through integrated live and online experiences and environments, helping them cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Ranked by Advertising Age as the "#1 Event Marketing Agency" and consistently placing among the world's top marketing agencies, GPJ provides its services through 26 offices around the world. The agency's clients won 37 awards in 2008, five Ex Awards in 2009 and took home both the Grand Ex Award as well as the Best 100% Virtual Ex Award in 2010.

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