



GEORGE P. JOHNSON
experience marketing

Press Release

George P. Johnson Experience Marketing Ranked #1 Event Marketing Agency by Advertising Age *Creative powerhouse takes top honors in new event category*

Auburn Hills, MI (May 17, 2010) – George P. Johnson Experience Marketing (GPJ) has been ranked the number one Event Marketing Agency in the U.S. by *Advertising Age Magazine* in its closely-watched Agency Report, recognizing the agency's innovative approach to putting a mix of physical and digital experiences at the center of integrated marketing campaigns for many of the world's top brands. This is the first time *Ad Age* has set aside a distinct category for event leaders.

Today, the nearly century-old global independent agency leads the event marketing space through a strategic, creative model that enables B2C and B2B brands to design and implement brand experiences that accelerate sales cycles, open new markets, retain customers and drive measurable ROI.

"We are incredibly gratified to receive this recognition from *Advertising Age* and very aware of the attention this casts on event marketing as a crucial way for brand marketers to cut through the clutter and engage audiences," said Robert G. Vallee Jr., Chairman and CEO of GPJ. "Consumers and business customers require authentic, personalized, on-demand communication and marketers require results: integrated, strategic event marketing delivers on both counts."

In the last year GPJ has created a number of high-profile programs for clients here in the U.S. and abroad, such as Cisco's all-virtual Global Sales Experience (GSX) program, 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.

GPJ has long been a creative force in a number of industries including technology, healthcare, automotive, finance and consumer goods. The past two decades have seen the agency add capabilities in such as media and content development, entertainment marketing, interactive and other disciplines to create the industry's leading one-source experiential services platform.

Importantly, the fact that the 2010 Annual Report includes an inaugural Event Marketing category also suggests that the increasingly idea-driven and strategic event marketing discipline is fast gaining a more powerful voice among all marketing channels, especially when aligned with the reach capabilities of digital marketing. As consumers increasingly self-select content and their brand experiences – and block out interruptive marketing – events are playing a larger role in helping brand marketers communicate their story in powerful, cost-effective ways.

"This honor is a confirmation of our long-term vision for how events will continue to evolve and grow within the marketing mix, which we're championing through investments in the best strategic, creative, technology and execution talent in the industry," said Jeffrey Rutchik, GPJ's Senior Vice President, Client Services Worldwide and General Manager (Boston). "By focusing on performance, measurability and globally consistent campaigns built on great ideas, our intent is simply to provide clients with the proven results gained from truly integrated marketing programs."

About George P. Johnson Experience Marketing (gpj.com)

GPJ is a worldwide experience marketing agency that enables brand marketers to create great ideas and bring 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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