



GEORGE P. JOHNSON  
experience marketing

A PROJECT: WORLDWIDE AGENCY

## Press Release

### GEORGE P. JOHNSON NAMED #1 EVENT MARKETING AGENCY FOR THIRD STRAIGHT YEAR

*Advertising Age's Annual Agency Report gives top marks to global experience marketing agency*

**Auburn Hills, MI May 16, 2012** – As events and experiences move closer to the center of integrated brand marketing and brands embrace two-way dialogue with consumers, the closely watched Annual Agency Report from *Advertising Age* again named George P. Johnson (GPJ) the #1 ranked event marketing agency in a category that grows more competitive globally every year.

The ranking reinforces how important live, participatory experiences delivered online, on devices and through physical events have become to brands from such diverse fields as technology, healthcare, consumer goods, automotive and financial services. And it indicates that B2C and B2B marketers are being more strategic about building compelling content and storytelling into event-based campaigns ranging from entertainment sponsorship to trade show exhibit design.

“Increasingly marketers recognize the strategic value of events and are using experience marketing to anchor their campaigns,” said Jeffrey Rutchik, Executive Vice President, Client Services Worldwide at GPJ. “Experiences drive engagement in ways that cut through the clutter, enabling brands to extend and amplify the valuable ‘moments in time’ they spend with customers. This ranking shows that GPJ’s distinct approach is working for clients pursuing growth in both established and emerging markets worldwide.”

In the last year GPJ and its partners within the independent agency network Project: WorldWide won two Ex Awards – the industry’s highest honor – for creating both the #1 ranked consumer pop-up retail experience for client FIAT, as well as the #1 ranked B2B “hybrid” digital + live event for Cisco’s virtual event Global Sales Experience. GPJ also recently partnered with Dubai-based Action Impact to help brands create and deliver experiential programs throughout the Middle East.

GPJ led the experiential industry in laying the groundwork for truly global execution in the 90’s, enabling clients today to roll out campaigns worldwide with a significant experiential component with greater creativity, more efficiency and better strategic thinking. Its Strategy + Planning practice is now the most established and evolved in the space, using customer insights, data-driven analysis and creative integration to help clients plan experiential portfolios with higher ROI.

“Together with the other Project agencies and our partners, GPJ is leading the charge to shake up the status quo in the marketing industry and drive brand value through engagement, not just one-dimensional interaction,” said Robert G. Vallee, Jr., Chairman and CEO of both Project: WorldWide and GPJ. “This ranking is a great honor but also a great challenge to continually invest on behalf of our clients in the most creative people, best technology and a global platform.”

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

GPJ is the #1 ranked experience marketing agency enabling leading brand marketers to create great ideas and bring them to life through integrated experiential programs that leverage online, mobile and physical brand interactions. Clients in technology, healthcare, consumer goods, finance and other fields rely on GPJ to help them compete more effectively on a global basis by creating and accelerating relationships with customers, employees, partners, media and other influencers. GPJ is part of Project: WorldWide, the leading independent engagement marketing solutions network ([www.project.com](http://www.project.com)). Follow GPJ at [www.twitter.com/georgejohnson](https://twitter.com/georgejohnson).

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