



GEORGE P. JOHNSON  
experience marketing

A PROJECT: WORLDWIDE AGENCY

## Press Release

### GEORGE P. JOHNSON AND MILL PUBLICITÁ FORM STRATEGIC PARTNERSHIP COVERING LATIN AMERICA

*Top-ranked agencies tie-up to create region's leading experiential marketing offering*

**Auburn Hills, MI, and São Paulo, Brazil March 21, 2013** – Global experience marketing agency George P. Johnson today announced a strategic partnership agreement with Mill Publicitá, one of Latin America's premier event marketing shops. Mill Publicitá will represent GPJ throughout the region, providing support to GPJ clients, while GPJ will support Mill Publicitá clients internationally.

The new partnership bolsters GPJ and Mill Publicitá's capabilities in live experiences, sponsorship, entertainment marketing, digital, mobile, and promotional campaigns, further enabling clients to launch products and build brands throughout this complex and growing market.

São Paulo-based Mill Publicitá currently handles creative and production assignments from a wide variety of well-known brands in fashion, CPG, automotive, finance, food and beverage and other hot consumer categories, as well as a diverse range of business-to-business work. Brands on its client roster include GE, Kraft Foods, Panasonic, Natura, Vivo, Goodyear Tires, Pernod Ricard and Sanofi Aventis. The agency is also well known for working with top automotive brands, including Mercedes-Benz, Honda, Toyota, Renault, Volkswagen.

Founded in 1992, Mill Publicitá is part of the Grupo Mill network of agencies, with specialties in advertising, original media production, consumer activation and promotion and travel and tourism. The independent and client-centric model of Grupo Mill synchs well with that of Project: WordWide, the global agency network launched in 2010 that now has ten agencies, including George P. Johnson, under its banner, all dedicated to engagement marketing.

"Latin America is without a doubt one of the most exciting markets for growth-oriented brands; it's also a complex environment that demands a nuanced approach from marketers," said Robert G. Vallee, Chairman and CEO of Project: WorldWide. "Our integration with Mill Publicitá is incredibly advantageous to clients active in the market right now and those who will be in the near future."

"We're seeing experiential in all its formats act as the most direct way for brands to create and keep customers throughout Latin America as well as internationally," said Ricardo Tavares, CEO of Mill Publicitá. "Our new partnership with GPJ, which has nearly 100 years of experience in this arena, will help accelerate our clients' business in Latin America and anywhere else they invest."

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

GPJ is the number one ranked experience marketing agency, enabling brand marketers to create great ideas and bring them to life through integrated experiential programs that leverage online, device-driven and physical brand experiences. Brands in technology, healthcare, CPG, finance, automotive and other markets 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 audiences. 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/georgepjohnson](https://twitter.com/georgepjohnson).



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**About Mill Publicitá ([www.millpublicita.com.br](http://www.millpublicita.com.br))**

Grupo Mill Publicitá is a group of agencies providing unprecedented synergy for event campaigns undertaken across the network. Our main goal is to provide 360° excellence in the development and management of all projects via creative, communications, media, logistics, exhibits, environments, incentive elements and destination management. Grupo Mill aligns your entire event portfolio through integrated planning that delivers results while keeping the process fun. After all, this is doing what we like the most. Our group is composed by Mill Publicitá, Essenza, Taste BTL, Viela Filmes and Mill Tur.

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