



GEORGE P. JOHNSON  
experience marketing

A PROJECT: WORLDWIDE AGENCY

## Press Release

### GEORGE P. JOHNSON CLIENTS TAKE HOME TWO EX AWARDS: CISCO AND FIAT WIN “BEST IN EXPERIENTIAL”

*Industry’s top honors for the best ideas in pop-up retail and digital + live hybrid events*

**Auburn Hills, MI May 3, 2012** – The world’s number one ranked experience marketing agency, George P. Johnson (GPJ), today announced that two clients were honored with the experiential industry’s highest honor by taking home prestigious Ex Awards for innovations related to pop-up retail and digital and physical convergence. The clients received the awards at the annual Ex Awards Gala, held at the Event Marketing Summit April 30<sup>th</sup> in Chicago, in front of thousands of industry peers and supporters drawn from across the globe.

Cisco’s standard-setting Global Sales Experience (GSX) was again named the top “hybrid” event in the world, taking home the Ex Award in the highly competitive “Best Live + Digital” category.

Cisco’s partners within the Project: WorldWide agency network GPJ (strategy and experience design) and JUXT Interactive (creative and interactive design) as well as long-time collaborators InXpo (virtual platform) and Active Network (attendee management and scheduling tools) helped Cisco engage more than 20,000 members of Cisco’s global sales force through GSX.

Rolled out worldwide across multiple time zones and languages, GSX again set Cisco records for employee communication, recognition and motivation and was a platform for Cisco senior executives to share their vision for the networked world and Cisco’s leading role in making that a reality.

In addition, within one of the hottest growth areas of experiential, pop-up retail, FIAT won the Ex Award for the “Best Pop-Up Store” recognizing the brand’s Gallery at 18 Wooster Street campaign, which helped the extended launch of the new FIAT 500 in North America.

Located in NYC’s SoHo neighborhood during the New York International Auto Show, the fully-branded retail space played host to cultural tastemakers and trendsetters with a full schedule of art showings, live music performances, and ride-and-drives that gave influential attendees an immersive product experience in a relevant, indelible way.

“It’s a great honor to have the opportunity to help clients like Cisco and FIAT challenge the status quo and create entirely new ways to engage audiences and drive better business results,” said Robert G. Vallee Jr., Chairman and CEO of GPJ and Project: WorldWide. “The Ex Awards represent the pinnacle of our industry and it’s gratifying to see our clients’ vision get recognized amongst the nearly 1,000 great campaigns that were submitted this year.”

#### **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/georgepjohnson](http://www.twitter.com/georgepjohnson).

#### **Contact:**

Tom Maher  
Executive Director, Marketing  
Project: WorldWide  
email: [tom.maher@project.com](mailto:tom.maher@project.com)  
tel: (617) 535-9820