



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GEORGE P. JOHNSON EXPANDS IN THE MIDDLE EAST WITH ACTION IMPACT PARTNERSHIP

Two leading agencies tie-up to create a regional marketing powerhouse

Auburn Hills, MI, May 1, 2012 – Global experience marketing agency George P. Johnson today announced a strategic partnership agreement with Action Impact, (<http://www.actionimpact.com/>) the leading brand experience agency in the Middle East. Under the terms of the agreement, Action Impact will represent GPJ in the MENA region, providing support to GPJ clients, while GPJ will support Action Impact regional clients internationally.

Action Impact, founded in 2005, is headquartered in Dubai, United Arab Emirates, with offices in Abu Dhabi, and Doha, Qatar. The award winning agency handles assignments for clients such as du, Nokia, Mubadala, Yahoo!, ENEC (Emirates Nuclear Energy Corporation) and Dolphin Energy.

“The relationship with Action Impact significantly extends and enhances GPJ’s capabilities in the MENA region,” said Kim Myhre, CEO of Project: Worldwide EMEA, parent company of GPJ. “We are very excited to be working with the world-class team of experience marketing professionals at Action Impact and look forward to new opportunities to collaborate with them on behalf of clients.”

“Partnering with a prominent global agency like GPJ will further enhance Action Impact’s offering and international reach by enabling clients to work seamlessly with a single global team” said Mike Wain, co- founder and CEO of Action Impact.

Adrian Bell, co-founder and President (International) of Action Impact added, “This is a true affirmation of the MENA region’s strategic significance and our partnership couldn’t have come at a better time. Acting as one, Action Impact and GPJ will now offer our clients a very compelling proposition: local talent and local experience, international talent and international experience.”

“The twin motivations behind this deal are the blistering pace of innovation in the experiential space, as well as the increasing importance of the Middle East region to the growth plans of our shared client roster,” added Myhre. “This tie-up with Action Impact gives clients more firepower to create ideas that move people to action and the ability to activate them in-market.”

The partnership between these two agencies is another step in GPJ’s proven strategy of offering regional and international B2C and B2B brands a single global platform to conceive, plan, activate and measure more strategic and effective experience-based campaigns.

About George P. Johnson (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). Follow GPJ at www.twitter.com/ExM_GPJ

Contact:

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