



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GEORGE P. JOHNSON NAMED #1 EXPERIENTIAL MARKETING AGENCY FOR FOURTH STRAIGHT YEAR

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

Auburn Hills, MI May 2013 – As brand marketing continues to break away from its traditional ad-driven model towards engagement and experience, the Annual Agency Report from *Advertising Age* again ranked George P. Johnson (GPJ) the number one experiential marketing agency, topping a highly competitive field of global and integrated agencies.

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 that directly translates into those interactions.

The recognition also comes at a time when GPJ is leading a momentous shift in the industry by combining the strategic and creatively led approach of an integrated marketing services group with the on-the-ground execution capabilities of the world's foremost experiential agency. Privately held and part of the Project: WorldWide family, GPJ will celebrate its 100th year in 2014.

"*Ad Age's* annual ranking is both a tremendous honor and a call-to-action for us as a creative agency. It reinforces that clients need diverse new ideas and interaction with the world's best talent, and that we must be totally focused on delivering that through constant re-invention and evolution," said Robert G. Vallee Jr., Chairman & CEO of both GPJ and Project: WorldWide.

To support client growth in the last year, GPJ added new offices in Latin America and Asia Pacific and formed strategic partnerships in northern Europe and the Middle East. At the same time, GPJ continues to challenge itself to lead through innovation across the landscape – launching the Brand X Experience Design Challenge to find, engage and inspire future brand marketers while also developing EM Mobile, the industry's first-ever mobile news application.

"At the end of the day it's all about the ideas, the work and results. Nothing else matters," said Denise Wong, EVP, Growth & Business Development at GPJ. "We are relentlessly focused on creating new ideas and experiences that resonate with consumers and build brand equity."

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.

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/georgejohnson](https://twitter.com/georgejohnson).

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