

Press Release

Top Design Honors Go To George P. Johnson Consumer and Business Experiential Programs

Awards signal increasing convergence of interactive media and physical design

Auburn Hills, MI (November 19, 2009) – The experiential marketing industry's top design awards program bestowed Gold awards on two George P. Johnson (GPJ) clients for their use of innovative design strategy to create brand experiences that drive business results. The Bank of China won for engaging a global consumer audience at the 2008 Beijing Olympic Games and BMW AG/MINI Brand Management won for an inspiring worldwide dealer meeting held this year in London.

The hallmark of these winning programs is an approach to design that blends original media and interactive content with the fabrication and production of physical environments. In an increasingly flat global economy, with brand marketers facing multi-national demographics, this approach enables brands to tell powerful stories while overcoming linguistic and cultural barriers.

The Bank of China won Gold in the "Best Outdoor Consumer Event Exhibit/Environment" category for its Olympic Pavilion. Located on the Olympic Green adjacent to the Beijing National Stadium (the "Bird's Nest") for the duration of the Olympic Games, the pavilion featured a series of interactive installations within the two-story semi-permanent structure.

Inside, visitors to the Games hailing from nearly every country in the world experienced real-time virtual trading accounts using BOC systems, played simulations against the BOC-sponsored China Olympic badminton team and interacted with other media that told the story of BOC's long history as well as its future as a global financial institution.

BMW AG/MINI Brand Management won Gold in the "Best Corporate Meeting/Special Event Environment" category for its MINI International Dealer Conference that took place in May 2009 at ExCel London, which also played host to the brand's 50th anniversary celebration.

The brand marketing team chose to inspire its worldwide dealer network and key executives through a multi-day, media-driven experience. This included new vehicle introductions, workshops and executive addresses packaged up with fashion and music culture-inspired original video, projected media and continuously re-configured meeting and networking spaces.

"The interplay between digital, media and physical environments enables consumer and business audiences, regardless of language or nationality, to participate and in a sense co-author the brand experience," said Robert Albitz, SVP Worldwide Creative, George P. Johnson. "In the face of a cluttered media world and the crush of advertising, this approach to design creates spaces in which individuals can really connect and in doing so more deeply engage with brands."

The full list of winners can be found at www.eventdesignmag.com.

About George P. Johnson Experience Marketing (gpj.com)

GPJ is a worldwide experience marketing agency that enables brand marketers to create great ideas and bring them to life through integrated live and online experiences and environments, helping them cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Consistently ranked one of Advertising Age's "Top 25 Marketing Agencies," GPJ provides its services through 26 offices around the world. The agency's clients won 37 awards in 2008 and five Ex Awards in 2009 alone, an unprecedented achievement in the event and experience marketing industry.



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