



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

George P. Johnson Named #1 Agency by Special Events Magazine

Recognition comes as brands focus on engagement, technology and creativity

Auburn Hills, MI October 4, 2011 – Recognized for its focus on more strategic and creative ideas, technology, and social media, global and independent experiential agency George P. Johnson (GPJ) has once again been named the top special events agency by *Special Events* magazine. The annual ranking is a closely watched industry measure of how consumer and B2B special events are deepening relationships and driving results for brands in CPG, technology, automotive, financial services, life sciences and other industries.

Special Events magazine's annual ranking of top special events agencies covers a broad range of experiences ranging from high-end corporate galas and customer appreciation events to sporting events, product launches and festivals. In the special events space, GPJ is particularly well known for world-class keynote production at major B2B conferences as well its fabrication capabilities, including consumer exhibits and installations at public events such as the Beijing Olympics, the Shanghai World Expo and IBM's THINK installation at Lincoln Center in NYC.

"Brands are honing in on one simple truth: creative, effective marketing must engage audiences and move them to action," said Robert G. Vallee Jr. Chairman and CEO of GPJ as well as its holding company Project: WorldWide. "Special events are absolutely critical moments in that process, in a sense 'punctuating' the ongoing, integrated stream of experiences brands must deliver through advertising, PR, digital and other channels in order to deepen relationships."

Of particular interest to this year's ranking was GPJ's emphasis on the role of stellar creative, increased use of technology and the weaving of social media into events of all kinds. To help brands use events to drive more measurable ROI, in the past year GPJ rolled out its proprietary, cloud-based lead capture tool GPJ Connect; launched its LEAP social media offering to enroll audiences deeper in event-based experiences; and finally, pushed hard to bring together its global creative studios with the integrated creative capabilities across the Project network, including JUXT Interactive, G7 Entertainment, Partners+Napier, Spinifex Group and Raumtechnik.

"It's a great honor to rank among so many of the most creative agencies in the world and to play a role in helping push forward the industry," continued Vallee. "Brands and agencies have quietly advanced events and experiences to the point where we're doing some of the most progressive, technology-centric and creative work in the marketing world across any channel. As the new 'center point' of marketing moves to engagement, physical and web-based events will push for more creativity and more strategic management of brand experience across all channels."

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/georgepjohnson.

Contact:

Tom Maher
Director, Marketing Programs
PR and Corporate Communications
Project: WorldWide
email: tom.maher@project.com
tel: (617) 535-9820