



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GEORGE P. JOHNSON RANKED THE #1 EVENT MARKETING AGENCY

Advertising Age's Annual Agency Report gives top spot to GPJ for second consecutive year

Auburn Hills, MI May 2, 2011 – Confirming the value of events as a deeply engaging and highly effective means of driving brand loyalty and business performance, *Advertising Age* has again named [George P. Johnson \(GPJ\)](#) the number one event marketing agency in its closely-watched [Annual Agency Report](#). This is the second year in a row GPJ has been named the top agency in this highly competitive category.

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 into event-based campaigns ranging from entertainment sponsorship to trade show exhibit design.

“More and more of our clients are recognizing the strategic value of events and using experience marketing to anchor their campaigns,” said Jeffrey Rutchik, Executive Vice President, Client Services Worldwide at GPJ. “Experiential enables brands to extend and amplify the valuable ‘moments in time’ they spend with customers, and this ranking shows that our approach is working for clients pursuing growth in both established and emerging markets worldwide.”

In the last year, GPJ created high-profile consumer programs for many of the world’s most respected brands, including the much talked about [Letters for Lyrics campaign for RAM Trucks](#), [Cisco's presence at the Shanghai World Expo](#) and branded environments for automotive clients at the [Shanghai](#), [Frankfurt](#) and [New York](#) auto shows. On the B2B side, hybrid-virtual events and world-class trade show and conference work earned the agency’s clients [five Ex Awards nominations](#) (the industry’s highest honor), out of more than 800 global submissions.

The last year also saw GPJ join the newly formed [Project: WorldWide](#) network, an independent agency holding company born outside of the traditional Madison Avenue model and inspired by GPJ’s long heritage of engagement marketing. Other Project-owned agencies are leaders in their respective disciplines, including [JUXT Interactive](#), [Partners + Napier](#), [G7 Entertainment Marketing](#), [Spinifex](#) and [Raumtechnik](#). GPJ also maintains strategic partnerships with the leading event software provider, [Active Network](#), and [Altus](#), a web-based enterprise video content management provider.

“Together with the other Project agencies and our partners, GPJ is leading the charge to shake up the status quo in the marketing industry and drive brand value through engagement, not just one-dimensional interaction,” said Robert G. Vallee, Jr., Chairman and CEO of both Project: WorldWide and GPJ. “This ranking is a great honor but also a great challenge to continually invest on behalf of our clients in the most creative people, best technology and a global platform.”

About George P. Johnson (www.gpj.com)

GPJ is the #1 ranked experience marketing agency enabling brand marketers to create great ideas and bring them to life through experiential programs that leverage integrated online, mobile and physical brand interactions. Clients in technology, healthcare, consumer packaged goods, automotive, financial services 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. Follow us at www.twitter.com/georgepjohnson. GPJ is part of Project: WorldWide (www.project.com), the leading independent engagement marketing solutions network.

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