



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GEORGE P. JOHNSON APPOINTS DENISE WONG EXECUTIVE VICE PRESIDENT OF GROWTH AND BUSINESS DEVELOPMENT

Marketing veteran joins the #1 ranked independent global experiential agency

Torrance, CA and Auburn Hills, MI October 16, 2012 – The world's number one ranked event and experience marketing agency, George P. Johnson (GPJ), today announced the appointment of marketing industry veteran Denise Wong to Executive Vice President, Growth & Business Development, based in the agency's Torrance, CA office. Wong will lead GPJ's growth in North America, spearheading its effort to re-make how brands view experience as a strategic asset.

In this new role Wong will draw on more than 20 years of global leadership experience, much of it spent with large integrated advertising agencies in almost every marketing discipline from broadcast to mobile and digital, guiding their efforts to create new revenue streams. She is known for her focus on cultivating strong client relationships, strengthening clients' business results, measuring outcomes via sales and brand health, customer acquisition/retention and other areas.

Prior to GPJ, Wong was MacLaren McCann's SVP, General Manager and Growth Officer for two and a half years, guiding the agency to greater organic and new revenue growth despite the industry's economic headwinds. She has held a wide range of similar roles at top agencies in North America and throughout Asia Pacific, including Grey Worldwide, G2, J Walter Thompson, Ogilvy & Mather and DDB, working with clients such as MasterCard, Hewlett-Packard, Microsoft and Xbox, Research In Motion, Diageo, WIND Mobile, Coca-Cola, Staples, Procter & Gamble, GlaxoSmithKline, Nestle, Eli Lilly, Mars, Wendy's, Orkin and Western Union.

"As marketers, we're in the business of delivering business results and ROI through original, creative ideas and flawless execution," said Wong. "GPJ is ahead of where the market is going. This group offers clients big ideas that build brands in culture, as well as the brand activations that audiences seek out rather than avoid. No one is doing this at the level of GPJ — this role is a tremendous opportunity to do something new and exciting with a team that has real vision."

Wong, who starts immediately, will lead GPJ's efforts with support from creative studios, strategy teams, operations and clients services groups from across North America, bringing fresh thinking to clients in automotive, technology, CPG, healthcare, financial services and other markets.

"Denise truly understands how much the world has changed in the last decade and how clients and agencies need to constantly adapt, while staying true to the fundamental ideas that build brands," said Robert G. Vallee, Jr. Chairman and CEO of GPJ. "We are excited to have her unique combination of talents on our team and we look forward to the great things to come."

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.

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