



Press Release

## **NEW AGENCY NETWORK 'PROJECT: WORLDWIDE' LAUNCHES, PROVIDING BRANDS WITH ENGAGEMENT MARKETING SOLUTIONS**

*Privately-held network enables marketers to engage customers more effectively*

**Auburn Hills, MI (October 19, 2010)** – The launch today of an entirely new kind of agency holding group, Project: WorldWide ([www.project.com](http://www.project.com)), confirms the increasing importance of channel neutral engagement marketing as the most effective means for marketers to engage customers and drive business results. Project: WorldWide will serve as the umbrella organization for some of the leading agencies in the experiential, digital and content arenas - including George P. Johnson, currently ranked as the world's leading Experience Marketing agency.

Project: WorldWide will focus on offering an integrated roster of specialized services for brands in both established and emerging markets. Robert G. Vallee, Jr., currently Chairman and CEO of George P. Johnson, will immediately become global Chairman and CEO of the new holding company.

Project: WorldWide's best-of-breed agencies will provide marketers with a unique ability to engage, convert and retain customer relationships through engagement marketing techniques. Its initial roster of agencies and partnerships includes JUXT Interactive, The Spinifex Group, Active Network and Raumtechnik.

"The vision for Project: WorldWide is grounded in real-world necessity: consumers, employees and other audiences crucial to business success have moved beyond passive consumerism to embrace engagement as the only really meaningful type of marketing they value," said GPJ's Vallee. "Project: WorldWide offers marketers the ability to go to one trusted partner to create ideas that are designed for true engagement and then execute them across channels to create, deepen and accelerate their most profitable relationships. This is in line with the increasing demand for agencies to provide truly channel-neutral and measurable solutions that synch with rapidly changing trends in how clients allocate their budgets."

Enabling effective, consistent global marketing programs underpins the Project: WorldWide concept. To that end, Project: WorldWide will be led in Asia Pacific by newly-appointed CEO Mike Amour, a 20-year agency veteran based in Singapore who has held executive leadership positions at Grey Group, where he was most recently Chairman/CEO Asia Pacific, TBWAWorldwide, Wieden + Kennedy and McCann Worldgroup. In EMEA, Project: WorldWide will be led by CEO Kim Myhre, based in London, who will also continue to serve as Managing Director of GPJ UK in the EMEA region.

"Project: WorldWide represents an unprecedented opportunity to do something truly creative and groundbreaking for global marketers who are operating in a complex, challenging and rapidly changing environment," said Amour. "Project: WorldWide unites award-winning creative with the online and on-the-ground execution capabilities of the premier activation agencies in the world. That's an unbelievably potent and exciting combination."

Project: WorldWide agencies will continue to service existing clients without interruption to current business, while it continues its organic and acquisition growth strategy, focusing on building out the network's capabilities in both the above and below-the-line arenas.

### **About Project: WorldWide ([project.com](http://project.com))**

Project: WorldWide is a privately-owned, independent and global network of specialized agencies that gives marketers access to big ideas and the ability to deliver those ideas across multiple channels in a seamless, integrated fashion. Wholly- and partially-owned Project: WorldWide entities include George P. Johnson Experience Marketing, JUXT Interactive, The Spinifex Group and Raumtechnik. Project: WorldWide agencies currently serve many of the world's top brands through online and physical brand experiences, enabling marketers to use engagement as means to improve marketing results and generate greater ROI through more targeted, relevant and meaningful brand experiences that create, deepen and accelerate profitable relationships.



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