

PRESS KIT

JACK MORTON WORLDWIDE: THE WORLD'S LEADING BRAND EXPERIENCE AGENCY

Jack Morton Worldwide is the world's leading brand experience agency, dedicated to creating experiences that strengthen relationships between brands and the people who matter most to them. By creating powerful and engaging brand experiences, we help our clients build strong experience brands.

Skillset

Jack Morton provides expertise in experience design and delivery across multiple touchpoints and audiences. We create and produce live events; develop and integrate online and virtual experiences; and design and build 3D environments from [tradeshow exhibits](#) to [broadcast sets](#). We provide a range of services including logistics and procurement, staffing, headline entertainment and speakers and award-winning film and video. Jack Morton's in-house expertise spans planning and strategy, creative development, design, implementation and measurement.

Global reach

Our community comprises over 500 professionals and 15 offices spanning four continents: Beijing, Singapore, Hong Kong, Melbourne, Sydney, Brisbane, London, Boston, Chicago, Detroit, Gaithersburg, Los Angeles, New York, Norwalk, Princeton and San Francisco. We have additional reach through strategic partnerships in Mumbai and Johannesburg.

Clients

Jack Morton works with some of the leading companies in the world. Selected clients include IBM, General Motors, [yellow tail], Samsung and SUBWAY® restaurants.

Definition of "brand experiences" and scope of industry

Brand experiences—as we define it at Jack Morton—can include all kinds of connections between brands and people. Brand experiences can happen face-to-face (through live interaction and events) and one-on-one (through networked interactions). They can be online (through social media) or offline (see above), but most importantly today, they should combine the best of both: the viscerality and authenticity of live combined with the immediacy and reach of the social web.

More important for us than tactical definitions is the bigger strategy, based on the premise that today, audiences of all kinds (consumers, business partners, employees) want to be actively engaged by brands. They want brands to *talk* less, and *do* more. They are increasingly empowered to screen out messages they haven't asked for and may not believe—but under the right conditions they are willing to spend quality time interacting with brands.

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The industry has grown dramatically in the last 10 years—yet significant growth is still to be seen. Clients are shifting spend to experiential: indeed, over 70% of marketers surveyed said that it will become increasingly

important to their organizations in the year ahead. Growth is also to be achieved by the maturation of agency expertise; for us, the future lies not just in “brand experiences” but in “experience brands.”

To learn more about our point of view on experience brands, download our latest white paper and video series: [2010: The year of experience brands.](#)

Leadership

Jack Morton is led by Josh McCall, Chairman and CEO, who is based in our agency’s Boston office. Our Executive Team also includes Bill Davies (CFO); Tara Back (President, New York, Chicago and Los Angeles); Julian Pullan (President EMEA); Ben Taylor (President Asia-Pac), Charlotte Merrell (EVP, Worldwide HR); and Bill Boris-Schacter (EVP, Client Operations and Finance). Bios of executives and other senior leaders are on our [web site](#).

History

Jack Morton was founded by Jack Morton (1910-2004) in 1939. Through the leadership of his son William Morton, the company’s Chairman & Chief Executive from 1977 to 2003, the agency was transformed into a global leader with significantly expanded capabilities. With the April 2000 acquisition of Caribiner International, the then Jack Morton Company changed its name to Jack Morton Worldwide to reflect its new global footprint. In March 2003, Josh McCall, formerly Jack Morton’s President & Chief Operating Officer, became Chief Executive Officer. Since 1998, Jack Morton has been part of the [Interpublic Group of Companies, Inc.](#) (NYSE: IPG), one of the world’s leading marketing communications holding companies. Jack Morton draws on relationships with sister agencies in advertising, public relations and direct marketing to deliver truly integrated marketing communications programs.

Recent projects

- Created globally prominent events to launch **Thomson Reuters’s Eikon**
- Engaged audiences at the NBA All Star game for **Nike** with consumer events
- Produced major conferences like **VMworld and Lawson’s Cue 2011**
- Designed broadcast sets for **Piers Morgan, Comedy Central** and **QVC**
- Created major business events for **GM** and **IBM**

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Jack Morton Worldwide is a global brand experience agency. We create experiences that strengthen relationships between brands and the people who matter most to them—thereby helping our clients become talked-about experience brands. Rated among the top marketing service agencies worldwide, we integrate live and online experiences, digital and social media, and branded 3D environments that engage and inspire consumers, business partners and employees. Jack Morton has a staff of more than 600 employees in the US, Europe and Asia-Pacific that drive our [idea-led agency culture](#) and is part of the Interpublic Group of Companies, Inc. (NYSE: IPG). More information is available online at www.jackmorton.com