



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GEORGE P. JOHNSON APPOINTS BRAD BRYEN VICE PRESIDENT OF CLIENT SERVICES

Experiential industry veteran joins the #1 ranked independent, global agency

Auburn Hills, MI and New York, NY February 21, 2012 – The world's top ranked experience marketing agency, George P. Johnson (GPJ), today announced the appointment of experiential industry veteran Brad Bryen to Vice President, Client Services, based in New York City. Bryen will focus his efforts on expanding GPJ's consumer marketing business with top brands in CPG, healthcare, consumer electronics, financial services and other growing markets nationwide.

Bryen is a veteran of the strategic marketing and brand communications space, hailing most recently from G2 Worldwide, where as Executive Director he launched the agency's new experiential marketing practice and built deep client partnerships with Southwest Airlines, Diageo and Aetna. Prior to G2, he served as CEO of North America for Iris Worldwide, creating award-winning work for the Cartoon Network, MTV Games, MySpace and other clients while growing existing relationships with Adidas and Ericsson.

Before Iris, Bryen served as President of US Concepts for more than ten years, working with premier brands like Nintendo, Diageo, Virgin Mobile, HBO, Pokemon, Adidas, Coty, Adidas, MySpace, MTV, Best Buy, Wheel of Fortune, Old Navy and many more.

"Consumer brands seeing diminishing returns in the traditional ad model are embracing the power of experiential to drive better results, placing brand experience at the center of their strategy," said Bryen. "I couldn't be more excited about the opportunity to put GPJ's platform of strategic and creative services to work on behalf of marketers interested in challenging the status quo."

Bryen has won more than two dozen major marketing awards in his career and is an active leader in a number of industry groups and associations. He served as Vice President and Executive Board Member of the Marketing Agencies Association Worldwide, Chair of The Globes Academic Challenge, Co-Chair of the Promotion Marketing Agency's Event Marketing Council and as a judge for the Globes and the PMA's annual Reggie awards. He is a graduate of the University of Pennsylvania and attended Fordham University Graduate School of Business.

"Brad's vision of a future in which brands aim for meaningful engagement and relationships with customers, employees and other audiences synchs with our longstanding philosophy here at GPJ," said Jeff Rutchik, Executive Vice President, Client Services Worldwide at GPJ. "I'm looking forward to working with him to bring consumer brands better ideas rooted in this new approach."

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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