

FACT SHEET



WHO WE ARE

We are the world's most awarded, direct and digital agency network with more than 2,000 employees in 59 offices around the world. We are aligned with BBDO worldwide and a member of the Omnicom group of companies - the world's largest marketing services organization.

WHY CLIENTS HIRE US

We solve complex business problems with a simple strategy: change individual consumer behavior. We succeed by fusing our digital and direct expertise with our in depth knowledge and understanding of consumer data. The end result is a measurable and memorable engagement with each and every one of our clients brands.

KEY FACTS

Founded in 2000
Headquarters: London
Website: www.proximityworldwide.com

WHAT WE DO

Interactive Marketing
Mobile and Social Media
Analytics
Branding
Email Marketing and eCRM
Direct Marketing
Interactive advertising and design
Customer Segmentation
Search Marketing
Strategy and Planning
Technology Architecture & Integration
Strategic Planning

WHO'S IN CHARGE

Andrew Robertson, Chairman
Simon Bond, Global Head of Business Development
Reza Ghaem-Maghami, Global Head of Digital
Kevin Allen, Global Head of Planning

WORLDWIDE CLIENTS

Our integrated approach to digital marketing drives the nature of our client relationships. We strive for long-term business partnerships that are strategically challenging, creatively rewarding, and that give us the opportunity to steward brands in the digital space. Proximity Worldwide currently works with some of the world's leading brands:

Aviva
Bayer
Campbell's
Citi
Emirates Airline
FedEx
Fonterra
Frito Lay
HP
Hyatt
Johnson & Johnson
Mars
Mercedes
Monster.com
New Balance
Pepsi
P&G
Shell

AWARDS

Our *breakthrough creative work* is reflected by consistent recognition at the world's most prestigious advertising and marketing award festivals.

Most Awarded Agency Network
at John Caples Awards 2006, 2007, 2008

Most Awarded Agency Network
at DMA Echo Awards 2006, 2007, 2008

Winner of the Won Report 2007, 2008

