Leo Burnett’s social and mobile practice area will work hand-in-hand with AdMaxim to conduct research and extract insights on consumer behaviour on mobile devices in order to create impactful and relevant mobile advertising.

“What brands get with social and mobile is scale,” said Bernardin. “And they need an agency that actually has the ability to scale global movements. With Holler and AdMaxim’s leadership and partnership, Leo Burnett has been and will continue to be perfectly poised to do so for its clients large and small.”

**About Leo Burnett**

Leo Burnett Worldwide, part of Publicis Groupe, is one of the world’s largest agency networks with 96 offices and nearly 10,000 employees. In 2013, the global network was named “Most Awarded Network” by the International ANDY Awards and received “Network of the Year” nods from Dubai Lynx and AdFest. At the 2012 Cannes International Festival of Creativity, Leo Burnett won a record-breaking 55 Lions and was also named “Network of the Year” by Young Guns, Golden Drum and the MENA Cristal Awards. A HumanKind communications company, Leo Burnett Worldwide has a simple and singular approach: put a brand’s purpose at the center of communications to truly connect with people. Leo Burnett works with some of the world’s most valuable brands including The Coca-Cola Company, Fiat, Kellogg’s, McDonald’s, Nintendo, P&G, Samsung and Tata among others. To learn more about Leo Burnett Worldwide visit our site, Facebook page and follow us via @leoburnett.

**About Holler**

Holler, a creative agency that prioritises engagement over advertising, was founded by James Kirkham and Will Pyne in the UK in 2001, with the simple aim to get people talking about brands. Holler is behind the critically acclaimed and award winning marketing for the launch of ‘Skins’ on British TV channel, E4 in 2007. The initiative was a groundbreaking approach to marketing and media strategy that led to a host of awards. It was the first time a television program had ever been marketed in the UK using social media. As part of the Leo Burnett Group, Holler continues to find new ways to create incredible experiences that inspire a following. Holler’s clients include Absolut, Alfred Dunhill, Global Radio, Innocent, Mercedes-Benz, Now TV, P&G, Pernod Ricard, The Co-Operative, and Vitamin Water.

**About AdMaxim**

AdMaxim is a global integrated mobile advertising platform that enables brands, agencies and media companies to research, plan, create, deliver and optimize precision targeted mobile campaigns. Simply, AdMaxim delivers the right message, to the right individual, at the right time. For more information go to www.admaxim.com.