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Leo Burnett's Social and Mobile Practice Area to Service Clients Globally and Begin With London, Chicago and Silicon Valley Hubs

CHICAGO, June 14, 2013 /PRNewswire/ -- Today, Leo Burnett Worldwide announced the fusion of its global social and mobile capabilities under the leadership of newly appointed Global Head of Social and Mobile, James Kirkham. The practice area will be fueled by Holler, Leo Burnett UK's digital content and social agency, which was co-founded by Kirkham in 2001. To further link and propel the offerings to brands across the globe, the agency also announced a strategic partnership with AdMaxim, an integrated mobile advertising platform.

The new social and mobile practice area will support the agency's global network and initially have hubs in London, Chicago and Silicon Valley.

"The reality in our world today is that we're increasingly linked to one another through social media via mobile," said Tom Bernardin, CEO, Leo Burnett Worldwide. "We're building out our offerings as we recognize these dynamics and completely acknowledge the interdependencies that exist between them. There's no hiding from the fact that uniting social and mobile is critical for our network as well as our industry."

As one of the world's largest agency networks and part of the Publicis Groupe, Leo Burnett is the global social agency of record for Samsung and provides social and mobile expertise to clients around the globe including Allstate, Coca-Cola, Nike (Japan), McDonald's, P&G, Sprint and Purina, among others.

"People who separate mobile and social don't get it. With more than one billion people using their mobile to access the Internet and social apps, it is evident they are no longer mutually exclusive," said Kirkham. "They are entwined and more powerful for it. So much of advertising is based on three core behaviors -- observing, reacting and sharing -- which all happens socially, via mobile."

Holler became part of Leo Burnett Worldwide in July 2012, following its purchase by the Publicis Groupe. Kirkham previously served solely as managing director of Holler, which he co-founded in 2001. In its 12 years, Holler has won numerous interactive marketing and advertising awards for its groundbreaking social marketing campaigns rolled out for clients such as Absolut, Mercedes-Benz and Red Bull. Kirkham will be based in London and will work with Leo Burnett's social and mobile employees around the global network.

To help power the new unit, the agency has formed a strategic partnership with AdMaxim. AdMaxim is an integrated, global mobile advertising platform that uses proprietary technology to enable agency teams to create highly engaging mobile content for precision targeted campaigns, optimized in real-time.

"The ability to connect with consumers through mobile devices is now a priority for many brands," Kirkham continues. "Partnering with AdMaxim's technology will provide Leo Burnett the ability to transform how, where and when brands engage with people. Furthermore, our integrated platform will enable the social and mobile practice to research, create, deliver and optimize precision targeted mobile content."

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 YoungGuns, 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](http://www.admaxim.com).