

MEET JACK

**EXPERIENCES
ARE WHAT
BRANDS ARE
MADE OF
WE MAKE
EXPERIENCES**

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WHAT WE DO

AS A GLOBAL BRAND EXPERIENCE AGENCY, WE'RE RANKED AT THE TOP OF OUR INDUSTRY—BUT MORE IMPORTANTLY, WE HELP OUR CLIENTS BE LEADERS IN THEIRS.

What we do is pretty simple: we strengthen relationships between brands and the people who matter most to them.

Clients come to us to

- Launch products, brands and ideas to generate demand in the marketplace.
- Engage customers, consumers and communities to drive sales and brand advocacy.
- Align employees and sales channels so they deliver on the brand promise to customers.
- Build strong experience brands—the brands that will lead the 21st century.

Our capabilities span all the media required to deliver powerful and effective brand experiences.

- Live
- Digital and social
- Environmental
- Moving image
- Content
- Technology
- Training

The Jack community comprises all the competencies needed to deliver holistic brand experiences from end to end—creatives, strategists and planners, account, project management and producers, plus all the experts you can imagine, from Emmy-winning set designers and exhibit fabricators to hard-core logistics types, from Webby-winning digital strategists to procurement and sourcing specialists.



**WE
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THEM**



BRANDS



EXPERIENCES



ARE



HOW WE THINK

OUR THINKING BEGINS WITH HOW WE SEE BRANDS. PUT SIMPLY: WE SEE BRANDS AS VERBS, NOT NOUNS.

Logos and names do matter. But brands are really defined by how people experience them. What matters most is not what the brand says, but what it does, how it behaves. And that's where we come in.

We work to help you understand and improve how people experience your brand. What are the touchpoints that are influencing their beliefs and behavior? How can those touchpoints be changed to create a better experience? Where do you have opportunities to create new experiences and therefore get ahead of the competition?

We bring this thinking to every brand and every client opportunity—BtoB or BtoC, global campaign or unique moment in time.

At the end of the day, we create experiences to engage people. To get their attention and break through the clutter of an overwhelmingly saturated media environment. To give them the information they need to make smart choices. To inspire them to talk to the people they know, to act and advocate on your brand's behalf. We believe that experiences are the most relevant, most authentic, most powerful advertising medium today.

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**“YOUR
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PRIMARILY,
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THE COMPANY
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COMPANY
DOES.”**

**Jeff Bezos,
Amazon.com**

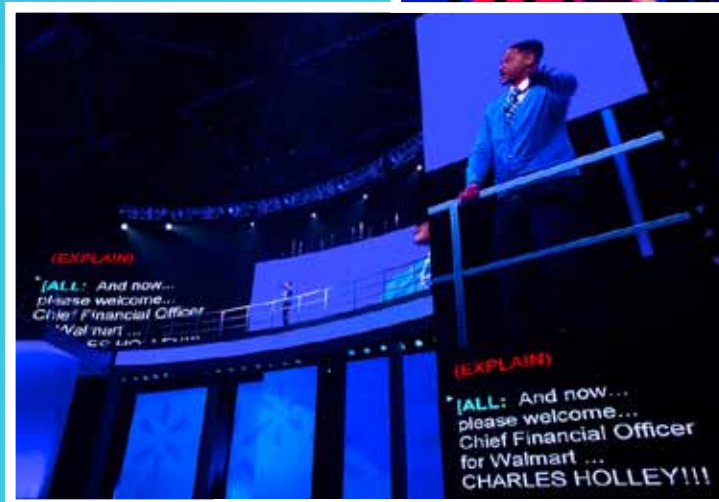
SOME THINGS WE'RE PROUD OF

We're proud of our culture. People tell us there's no place like JACK. We're proud of the fact that 100% of our clients say "you achieved our objectives."*
And most of all we're proud of the experiences we get to create for great brands. On the following pages you'll find a few examples.

BUILDING A GLOBAL EXPERIENCE FOR WALMART

Walmart asked us to help them deliver their annual shareholders' meeting—a huge celebration held near the company's headquarters in Fayetteville, Arkansas.

This in itself would have been a big undertaking, as the event involves some 16,000 people. But in the course of doing that, we helped Walmart broaden the experience to function as an even more global experience. That felt right, because while the event stems from a long tradition of recognizing and honoring associates for their contributions to the company's success, it involves attendees from all over the world in a celebration of Walmart's heritage, culture and future. We combined the best of a live brand experience with technology and social media that brought even more people in. In addition to the shareholders' meeting, we also oversaw stage design, creative enhancements and production of Walmart's 8,000-person US annual meeting and the 1,200-person international associates' meeting.



ENGAGING ERICSSON'S CUSTOMERS AT ITS #1 TRADE EVENT

For the past four years, Jack Morton has been Ericsson's lead agency partner in creating the integrated, invite-only brand experience it hosts each year at the world's premiere telecommunications industry event, Mobile World Congress.

Given the competition Ericsson faces at such a big conference, our focus every year is on creating an experience that could only be hosted by Ericsson—something unique to their brand, and something available nowhere else at the event. We ensure that Ericsson has a great environment to engage with their customers and strengthen relationships with operators and developers. Ericsson's presence at Mobile World Congress is characterized by interactive social events, demonstrations, business discussions and keynote presentations. We constantly aim to create experiences for Ericsson that enhance and extend this key brand experience in new ways. Over the years, Ericsson's Mobile World Congress experience has continued to grow in engagement and impact, resulting in thousands of leads, unique online visitors and new opportunities for the business.



DESIGNING AN ICONIC BRAND EXPERIENCE FOR NIKE

How do you celebrate an iconic brand's 25-year history and at the same time create excitement about the future? That was the charge when we created (with Project 2050) the 23/25 experience to activate Nike Air Jordan's presence at NBA All Star weekend.


Nike's 23/25 experience was designed around premium, relevant, only-by-the-brand content: interactive product displays that highlighted the 2010 line (and beat on-site retail goals); custom shoe etching; a digital mosaic experience that gave fans a chance to create classic "Michael Jordan moment" photos; and high-traffic placement and VIP appearances that kept excitement high throughout the NBA All Star weekend. On top of beating on-site retail targets, the experience exceeded goals for PR and attracted over 10,000 visitors in just one weekend.




ALIGNING GM DEALERS TO DELIVER THE BEST CUSTOMER EXPERIENCE

It's a great thing when your brand is synonymous with quality—as when someone says something is of “Cadillac” quality. But a few years ago, General Motors saw an opportunity to elevate the Cadillac customer experience, which wasn't performing at this standard.

Step number one was to refine the customer-focus mindset across their dealer network. Our task was to help define a clear, simple, contemporary charter for the Cadillac customer experience. The GM Defining Moments campaign was built around a partnership with The Ritz-Carlton and a special tour targeting Cadillac wholesale staff representing the sales and service operation. The meeting toured nine cities in the US to align staff with a new understanding of the Cadillac customer experience. The main messages conveyed in the launch events were the need for consistent excellence, the top ten opportunities to win a customer for life, and a heavily modified Ritz-Carlton training module.





We are passionate stewards for Cadillac, helping customers celebrate their success.



Cadillac

3 STEPS OF SERVICE

1 ENGAGE Greet customers warmly and be the perfect host.	
	2 ENRICH Deliver 'wow' moments. Do something to surprise every customer, every time.
	3 ENCHANT Give customers a reason to believe in Cadillac, your dealership, and you.



GETTING IN TOUCH WITH JACK

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WHERE WE WORK

WE'RE GLOCAL—COMBINING A GLOBAL OFFICE NETWORK AND LOCAL RELATIONSHIPS IN MANY MORE PLACES THAN WE HAVE DOTS ON THE MAP. BUT HERE'S WHERE YOU'LL FIND THOSE DOTS:

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THANKS AND HOPE TO HEAR FROM YOU SOON

JACK MORTON WORLDWIDE is a global brand experience agency with offices in five countries. Our agency culture promotes breakthrough ideas about how experiences connect brands and people—in person, online, at retail and through the power of digital and word of mouth influence. We work with both BtoC and BtoB clients to create powerful and effective experiences that engage customers and consumers, launch products, align employees and build strong experience brands. Ranked at the top of our field, we've earned over 40 awards for creativity, execution and effectiveness so far this year, including Best New Product Intro, Best Media Event and Employee Campaign of the Year. Jack Morton is part of the Interpublic Group of Companies, Inc. (NYSE: IPG). More information is available online at www.jackmorton.com, or follow us on Twitter @jackmorton.