

## **Jack Morton Worldwide—leading global experiential marketing agency**

Jack Morton Worldwide is a leading global experiential marketing agency that works with clients worldwide to create experiences that engage and inspire employees, partners and customers—driving sales, delivering on brand promises and ultimately making brands behave.

### **Skillset**

Jack Morton provides expertise in experience design and delivery across multiple touchpoints and audiences. We create and produce live events; develop and integrate online and virtual experiences; and design and build 3D environments from tradeshow exhibits to broadcast sets. We provide a range of services including logistics and procurement, staffing, headline entertainment and speakers and award-winning film and video.

Jack Morton's in-house expertise spans planning and strategy, creative development, design, implementation and measurement.

### **Global reach**

Our community comprises over 500 professionals and 15 offices spanning four continents: Beijing, Hong Kong, Melbourne, Sydney, Brisbane, London, Boston, Chicago, Detroit, Gaithersburg, Los Angeles, New York, Norwalk, Princeton and San Francisco. We have additional reach through strategic partnerships in Mumbai and Johannesburg.

### **Clients**

Jack Morton works with some of the leading companies in the world. Selected clients include IBM, General Motors, Sony, [yellow tail] and eBay.

### **Definition of “experiential marketing” and scope of industry**

Experiential marketing—as we define it at Jack Morton—comprises many tactics, including face-to-face (marketing through live interaction and events) and one-on-one (marketing through networked engagement, online and off). More important for us than tactical definitions is the bigger experiential strategy, based on the premise that today, audiences of all kinds (consumers, business partners, employees) want to be actively engaged by brands. They want brands to *talk* less, and *do* more. They are increasingly empowered to screen out messages they haven't asked for and may not believe—but under the right conditions they are willing to spend quality time interacting with brands.

The industry has grown dramatically in the last 10 years—yet significant growth is still to be seen. Clients are shifting spend to experiential: indeed, over 70% of marketers surveyed said that it will become increasingly important to their organizations in the year ahead. Growth is also to be achieved by the maturation of agency expertise; for us, the future lies not just in “brand experiences” but in “experience brands.”

### **Leadership**

Jack Morton is led by Josh McCall, Chairman and CEO, who is based in our agency's Boston office. Our Executive Team also includes Tara Back (EVP, Managing Director New York) and Jullian Pullan (EVP, Managing Director EMEA).

## History

Jack Morton was founded by Jack Morton (1910-2004) in 1939. Through the leadership of his son William Morton, the company's Chairman & Chief Executive from 1977 to 2003, the agency was transformed into a global leader with significantly expanded capabilities. With the April 2000 acquisition of Caribiner International, the then Jack Morton Company changed its name to Jack Morton Worldwide to reflect its new global footprint. In March 2003, Josh McCall, formerly Jack Morton's President & Chief Operating Officer, became Chief Executive Officer.

Since 1998, Jack Morton has been part of the Interpublic Group of Companies, Inc. (NYSE: IPG), one of the world's leading marketing communications holding companies. Jack Morton draws on relationships with sister agencies in advertising, public relations and direct marketing to deliver truly integrated marketing communications programs.

## Measurement

Jack Morton is committed to measuring the impact of our experiences so that our clients are able to validate and optimize their investments. The ability of our proprietary measurement platform, nGauge, to forecast and quantify the impact on our clients' brand and business makes us a leader in measuring the effect of experiential marketing.

## Recent projects

In the last year we have:

- Launched the **Hyundai** Genesis with a US consumer campaign
- Debuted **Zain** in 14 African countries simultaneously
- Developed user conferences for **eBay** and the **Chicago Mercantile Exchange Group**
- Served as production consultants for the **Beijing Olympics**
- Designed broadcast sets for **Comedy Central**, **Fox News**, and **The Weather Channel**
- Created major business events for **GM**, **IBM**, and **NBC Universal**

## For further information

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