

Campaigners and Marketration join forces to leverage strengths and scale

Consolidated Events division to roll up under Integrated Marketing Services

Oct. 13, 2010—Campaigners and Marketration have merged their resources to operate as one division providing Field Events and In-Store services under Integrated Marketing Services. As a result of the reorganization, the Field and Event Marketing division of Integrated Marketing Services is now the largest events provider in the retail industry.

“Consolidating Campaigners and Marketration will provide many significant benefits for our clients and customers, our associates, and our business results. Combining our resources will provide increased efficiencies, cross-functional team development, and tremendous opportunity for growth,” said Jill Griffin, President, Campaigners. “This transition also opens the door to many exciting opportunities and allows us to compete for more substantial and complex business wins. Our greater size and scale secures our position as an industry leader and positions us to take an even greater share of the marketplace.”

Campaigners is a premier field sales and marketing agency offering comprehensive marketing services including in-store demonstrations, market research, merchandising and sales training for technology brands, consumer packaged goods brands, and retailers.

Marketration is an experiential marketing group that creates unique experiences for consumers through field and special event marketing. Marketration services include engagement planning, creative concept development, asset design and production, logistics management, premium procurement, staffing, training and field execution.

“The integration of Campaigners’ and Marketration’s operations joins custom creativity with a dramatically larger scale and reach,” said Sheree Winslow, Executive Vice President, Marketration. “I look forward to the synergy and opportunities for growth that this consolidation will bring.”

This exciting change is effective immediately, and the two groups will work closely together over the next couple of months engineering all the specific processes and structures to maximize combined team effectiveness. Sheree has assumed the role of EVP Event Strategy and Client Services in the new organization, and she will continue to lead all business development and client services for the Event team. The Event operations team will transition under the leadership of Dean Kaye, Vice President of Business Operations and Client Services for the Demo team.