



## **FOR IMMEDIATE RELEASE**

### **MRM WORLDWIDE DRAWS NEW TALENT WITH UNIQUE CAREER-STARTING EXPERIENCE *“The Apartment” Kicks Off for the Third Time with Four Top Grads in Coveted Agency Positions***

**NEW YORK – (August 8, 2011)** – For the third consecutive season MRM Worldwide New York, flagship office of the top-five digital and direct agency of McCann Worldgroup, welcomes fresh-faced and eager agency job seekers to participate in their unique talent program, “The Apartment.” These top graduating students from portfolio schools, including Parsons The New School for Design and Ringling College of Art and Design, will live rent-free in a three-bedroom apartment in Williamsburg, Brooklyn while working for a year long stint at MRM. At the end of their 12 months, those who demonstrate the most talent and drive look forward to the prospect of a full-time position at the agency.

“The Apartment program has proven to be, not only a very strong idea, but an exceptional recruitment strategy allowing us to identify world class talent,” said Bill Kolb, CEO, MRM Worldwide. “From day one, we put this new team to work on real business challenges where their contributions will bring value and offer solutions to our client partners.”

As creativity in today’s consumer market is increasingly fueled by technology, MRM has redefined the parameters of “The Apartment” program itself from a strictly creative focus to now encompass technology and strategy. The roles of this year’s participants include titles such as Creative Technologist and Creative Strategist, which acknowledge the intersection of these previously silo-ed areas of agency work.

Through next June, these four new hires - Sasha Flynn, Katie Koepfinger, Carina Tous and Melike Turgut – will live, work and commute together and gain the opportunity to work on global brands for MRM Worldwide, including Chase, Nikon and General Mills. They bring with them a combination of an educated business approach to delivering new and effective creativity and the ability to take these creative ideas and apply the most apt and innovative technologies. Their skills include, as one participant dubbed it, a “swiss army knife” of capabilities from information architecture, user experience, graphic design, coding, website development, and tech development to video editing and business management.

“We are getting the very best and freshest talent on the market through this program,” said Doug Speidel, Executive Creative Director, MRM Worldwide. “The past two seasons of ‘The Apartment’ have shown us and our clients that the talent and capabilities of this set of individuals can deliver some really innovative and progressive work and I look forward to what we will see from this group.”

#### **About MRM Worldwide**

MRM Worldwide is a global scale top-five digital and direct agency. We design, create, execute, manage and measure interactions between consumers and brands, which accelerate sales and ROI while igniting passion and loyalty for brands. MRM’s suite of offerings includes brand leadership, strategic services, relationship marketing, design, measurement and analytics,



platforms/applications, mobile, SEO/SEM, and offshore production asset and distribution. The agency has 33 offices in 31 countries and counts Johnson & Johnson, General Mills, US ARMY, Intel, Verizon, General Motors, Wells Fargo, Kraft and Nestlé among its clients. For more information, please visit [www.mrmworldwide.com](http://www.mrmworldwide.com).

**Contact:**

Erin Hughes

MRM Worldwide

646-865-3308

[erin.hughes@mrmworldwide.com](mailto:erin.hughes@mrmworldwide.com)

Meaghan Jones

Weber Shandwick

212-445-8398

[meaghan.jones@webershandwick.com](mailto:meaghan.jones@webershandwick.com)