

FOR IMMEDIATE RELEASE
August 16, 2010

Contact: Kristine Olson
Phone: 612.347.1616; mobile: 651.491.5176
Email: kolson@cmithun.com
Agency website: www.cmithun.com

**Campbell Mithun and MRM Minneapolis Unite to Create
Agency
Aligned with Consumer-Engagement Needs of the Future**

*Campbell Mithun CEO Steve Wehrenberg names MRM managing director
Rachael Marret as president*

MINNEAPOLIS - In a move that accelerates its digitally centric future, [Campbell Mithun](#) announced plans to unite with the Minneapolis office of [MRM Worldwide](#), the leading digital agency in the Twin Cities. The deal brings CEO Steve Wehrenberg additional assets for implementing his plan to optimize Campbell Mithun's digital competence agency-wide and places MRM's cutting-edge technology capabilities within deeper brand-building expertise.

"We've certainly been actively building our digital capabilities, but this combination instantly creates a full-service integrated offering with a deeper, more strategic digital competency than our typical competitors," said Wehrenberg. "Rachael and her team will be incorporated not as a siloed department but infused throughout the agency."

The new organization will retain the Campbell Mithun name as well as its Compass Point Media unit. As Campbell Mithun's new president, Rachael Marret, a 15-year digital veteran, will oversee the integration of digital sensibilities throughout all aspects of the combined agency.

"This is a merger of equals," said Marret. "With our ability to create technically sophisticated, immersive consumer experiences and Campbell Mithun's proven brand-building expertise, we're powerfully equipped to forge the consumer-brand connections of the future."

Digital Assets

MRM executives will play key leadership roles in bringing best-in-class expertise to Campbell Mithun's existing digital capabilities. Lynn Cerra and Sean O'Brien will join the [leadership team](#) as director of integrated operations and director of technology and innovation, respectively.

“This team will bring to the next level our ability to deliver forward-thinking solutions that drive client business,” said Marret. “Marketers now face an entirely new set of engagement needs; we’re placing ourselves ahead of that curve.”

The merger will deepen the combined agency’s ability to provide digital business strategy; user-experience planning; digital connections planning; systems architecture; mobile, game and other application development; agile development; social marketing and platforms; SEM/SEO; one-to-one digital communications; and performance analytics and optimization.

The Transition

Several factors will ease this transition for the two organizations. Campbell Mithun and MRM are both owned by parent company IPG, and the sister agencies have worked together for 10+ years to serve a number of clients including General Mills, National City, H&R Block and Supervalu.

“The merger is effective immediately, but our existing relationship and proximity gives us more time and flexibility to work out transition details and configure operations,” said Wehrenberg.

“Merging MRM Minneapolis with Campbell Mithun, provides our IPG sister agency with a stronger digital offering, said Reuben Hendell, MRM Worldwide Chief Executive Officer. “Concurrently, MRM Worldwide will both be able to support an integrated offering for the Worldgroup’s Minneapolis-based clients and create more focused growth on our other North American offices in New York, San Francisco, Detroit, Princeton and Toronto, Canada.”

About MRM Worldwide, Minneapolis

MRM Worldwide, Minneapolis was created in 1999 resulting from a merger of two Twin Cities digital shops that grew up during the nascent years of the Web. Over the past decade, MRM has established itself as the leading, full-service digital marketing agency in the Twin Cities and has been part of the [MRM Worldwide Network](#) (www.mrmworldwide.com) -- one of the top five digital and direct agencies in the world.

About Campbell Mithun

Began in a post-depression era on the 13th floor of the Northwestern Bank building in Minneapolis, [Campbell Mithun](#) thrived due to Ray Mithun’s founding philosophy: make “everything talk” for client brands. The agency has built a national brand-building reputation and, with its [Compass Point Media](#) unit and [BrandOptix](#) package-design resource, continues to build client marketplace success by making Everything Talk at each (increasingly granular) point of customer contact.

Websites: www.cmithun.com, www.compasspoint-media.com,
www.brandoptix.com