



WHY CLIENTS HIRE US

Our name is what we do.

Proximity means bringing people and brands closer together.

At Proximity we make brands more valuable to people. And people more valuable to brands.

We dig deep into data, and consumer insight to create powerful creative ideas that makes "the brand more valuable to people."

We leverage our origins in direct marketing and CRM to "make people more valuable to brands". By using data and managing the relationship between the consumer and the brand we create value for our clients.

And the closer the relationship between a brand and its consumer the more valuable it becomes.

WHO WE ARE

Proximity Worldwide is the most awarded digital, direct and CRM global network. A network with 67 offices, in 50+ countries and over 2,500 staff.

WHAT WE DO

OUR CORE COMPETENCIES

ACTIVATION & SALES PROMOTION	BRANDING
CUSTOMER SEGMENTATION	ECRM
DATA & ANALYTICS	DIGITAL
DIRECT & DATABASE	SEARCH
SHOPPER	SOCIAL MEDIA & MOBILE

KEY FACTS

- Founded in 2000
- Personnel Headcount: 2,500+
- Website: www.proximityworld.com
- Globally aligned with BBDO
- Part of Omnicom

WHO'S IN CHARGE

- Chris Thomas | Chairman
- Simon Bond | Chief Marketing Officer
- Andrew Bailey | Chairman, Proximity North America
- Richard Fraser | Managing Director, Proximity Asia
- Reza Ghaem-Maghami | Chief Digital Officer
- Doug Worpel | Director of Commercial Innovation

WORLDWIDE CLIENTS

Our integrated approach to digital marketing drives the nature of our client relationships. We strive for long-term, close business partnerships that are strategically challenging and creatively rewarding. Proximity currently works with some of the world's leading brands:

AVIVA	BAYER
BLACKBERRY	CAMPBELLS
DHL	EMIRATES
GE	GILLETTE
HP	JOHNSON & JOHNSON
KRAFT	MARRIOT
MARS	MERCEDES
PEPSI	PROCTER & GAMBLE
SHELL	VISA
VOLKSWAGEN	WRIGLEY

AWARDS

- Most Awarded Agency Network
John Caples Awards
2006, 2007, 2008, 2009, 2010, 2011
- Most Awarded Agency Network
DMA Echo Awards
2006, 2007, 2008, 2009, 2010, 2011
- Winner Of The Won Report
2007, 2008, 2009, 2010