



Team,

2020 profoundly changed our lives but 2021 confirmed that MRM can adapt, create and thrive, under any circumstances, validating the strength of our purple community. Your persistence, resilience and heartfelt commitment to working Better Together allowed us to deliver on behalf of our clients despite the continued global uncertainty.

This issue of Coming Together celebrates our Q3/Q4 new business wins, awards and work – and highlights our new positioning, business offerings and new leadership. As we close out the year, we should be incredibly proud of all that we have accomplished in 2021 and start 2022 energized from last year’s success.

Thank you for your continued partnership and support.

Thanks, Kate MacNevin

## MRM FOR HEALTH

**Our most important relationship is with our own health.**

The healthcare industry is ripe for disruption and to capitalize on that potential, we are launching MRM for Health in 2022.

Be sure to read our go-to-market strategy that outlines how we aim to grow and lead in the connected health and digital transformation space.

Stay tuned for the official launch in January, followed by the release of our first proprietary study, [TRUTH ABOUT OUR RELATIONSHIPS WITH HEALTH](#). Building from our foundation in relationships, the study will explore our human experiences and relationships across the spectrum of health from well-being to sick care.

[Click here to view the work](#)

## NEW TEAM MEMBERS

**Thais Altschuller** – Media Executive Director – MRM Brazil

**Fábio Akimura** – Executive Business Leader – MRM Brasil

**Renato Girard** – Executive Business Leader – MRM Brazil

**Fabio Trindade** – New Business Director – MRM Brazil

**Fernanda Souza** – Executive Business Leader, MRM Brazil

**Suzy Ray** – Head of Growth, MRM UK

**Felix de Valle** – Chief Creative Officer, MRM Spain

**Luis Fernando Ruiz** – Chief Data Officer, MRM Spain

**Dave Shen** – VP Technology, MRM Canada

**Ginny Wu** – Associate Creative Director, MRM, New York

**Jesse Potack** – Executive Creative Director, MRM New York

**Sasha Piltz** – SVP, Group Creative Director, MRM New York

**Simon Foster** – Executive Creative Director, MRM New York

**Mark Ledermann** – VP Creative Director, MRM New York

**Stephen Winston** – VP Creative Director, MRM New York

**Nadia Kaman** – Executive Creative Director, MRM New York

## THE NEW MRM.COM

As we continue making progress towards our global rebranding, I’m happy to announce that the new MRM.com website will launch shortly. I want to thank Jeff Cruz and his team in Detroit for all their hard work in bringing this phase 1 portion of the new site to fruition. Stay tuned for updates.

MRM

A more human experience

We take a behavioral science approach to how people engage, shop and buy. But, also, how they feel. And with that, we lean hard into the kind of inclusive commerce that drives sustainable growth, allowing us to develop creative, data-driven, technologically robust experiences — the kind of experiences that balance long-term commercial success with measurable social and environmental impact. All of which allows our clients to build those special, one-of-a-kind, long-term relationships with their consumers. And that drives commerce.



## SUSTAINABILITY AND DE&I – MRM WEST

### Cisco “Smart Building Solution”

MRM West was tasked to create a campaign that positioned Cisco as a global leader in sustainability and as a trusted partner helping organizations achieve it—specifically, by reducing environmental impact through smart building technology. Finding the balance between sustainability and smart building messaging was key.

Many people are simply unaware of the measurable value that sustainability delivers to businesses and individuals, and are therefore focused on other factors in their day-to-day professional and personal lives. Societal, personal, and organizational drivers beyond their job mandate are what actually compel them to act. Sustainability delivers measurable value to businesses—and meaning to individuals. So we needed to get across the message that this was “right for your planet, your business, and you.”

The campaign was inclusive of broadcast, digital media, radio, OOH, and social targeting our audience in their native platforms and channels.

### Panasonic “Tough As You Are”

Covid-19 permanently changed the game for B2B Technology Decision Makers. Overnight they had to mobilize a remote workforce, while implementing new tech solutions on the fly. Entering 2021, these tech mobilizers needed to redefine what it meant to be prepared for the next disruption. There are many different types of toughness—physical, mental, emotional. Right now, tough is about being resilient in the face of change. The 2021 TOUGHBOOK Demand Gen Campaign features women who work in some of the most demanding jobs around. We cast real women who work in these industries to illustrate that tough isn’t always about being burly. It’s about being able to adapt to uncertain conditions and overcoming obstacles, both seen and unforeseen. For TOUGHBOOK, it’s about being proactive to shape environments with the right tools and solutions to ensure workers can thrive in the face of change.

## INTRODUCING T-SHAPED

We proudly announced the launch of T-Shaped in November, our business transformation consultancy that is focused on driving growth for McCann Worldgroup’s largest 25 global clients.

Led by our CTO, Jayna Kothary, T-Shaped refers to leaders who have broad experience in a number of areas, and deep specialisms and a mastery of at least one.

The team’s primary focus will be helping clients solve some of their biggest business challenges post-COVID, such as how to reconnect with customers and prospects and how to navigate a more complex commerce journey — challenges that increasingly require integrated solutions.

[Click here to view the work](#)







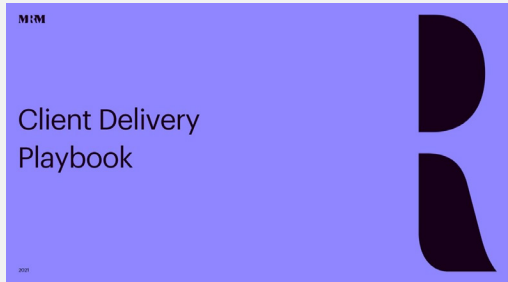
## NEW BUSINESS

- **Bissell Homecare** – MRM Detroit
- **Tyson Foods, Inc.** – MRM Detroit
- **RealSure** – MRM Detroit
- **Abbott Nutritionals** – MRM Detroit
- **Ricoh** – MRM SLC
- **Citrix Technologies** – MRM SLC
- **Grubhub** – MRM SLC
- **Hornblower Sea Cruises** – MRM New York
- **Crocs- 20th Anniversary** – MRM New York
- **LeafGuard** – MRM New York
- **Lenovo** – MRM New York
- **Microsoft Canada** – MRM Canada
- **Dr. Oetker** – MRM Canada
- **AGLC** – MRM Canada
- **Inditex** – MRM Spain
- **Royal Bliss EU Campaign** – MRM Spain
- **Open English** – MRM Spain

## COEX PLAYBOOK

Our client delivery model is a differentiator for MRM, whether we are developing strategy or delivering an Adobe implementation –and fully utilizing it is critical to achieving our primary goal of becoming the number 1 or 2 marketing agency in every location we operate in globally. Everyone should receive training. You can access the playbook here.


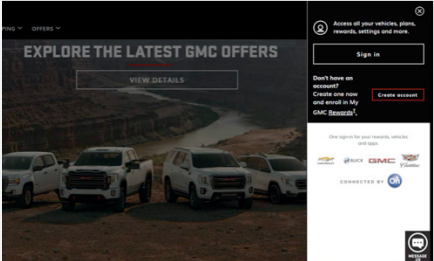
[Client Delivery Playbook Here](#)



## GM SPOTLIGHT

MRM Detroit has been immensely busy on GM, one of our largest clients.

They recently launched GM Authentication, a single sign-on for GM owner management of subscriptions, rewards, payments, and more across all the brand sites and on the cross-brand experience of gm.com. And, their new online reservation system for Cadillac’s first ever electric vehicle, Cadillac: Lyriq, helped the car sell out in less than 10 minutes!



## Q3/Q4 AWARD WINNERS

- 2021 Quantities Award** – MRM – Top Large Agency of the Year

**FCS Portfolio Awards** – Gold, GM Give List Integrated Marketing, MRM Detroit

**AME Awards** – Silver, GM Certified Story Time, MRM Detroit

**LIA Awards** – 2x Bronze, Trend Syrian War, MRM Frankfurt

**Effie Awards**

  - 2x Silver, Campfrio, MRM Spain, McCann
  - Bronze – IKEA Sustainability, MRM Spain, McCann
  - Silver – “Mr. Barroso” Sanofi Influencer Category, MRM Brazil

**Webby Honoree** – Mahou social media campaign, Advertising and PR, MRM Spain
- ANA B2 Mid-size Agency of the Year** – MRM SLC

**ANA B2 Award** – MRM SLC

**The DMA’s**

  - The National: The Middle East Explained
    - Gold – Entertainment, Music & Publishing
    - Gold – Best Use of Data & Insight
    - Gold – Best Data Storytelling
    - Silver – Best B2C

**Microsoft XBG: The Route to Resilience**

  - Bronze – Utilities & Telecommunications

**Campaign Agency of the Year Awards**

  - Gold – Southeast Asia B2B Agency of the Year, MRM Singapore
  - Silver – Singapore Digital Agency of the Year, MRM Singapore

## COMMERCE

**5 Ways Brands Can Make the Most of the Holiday Shopping Season**

Jayna Kothary shared her POV in AdAge on how growing e-commerce requires balancing core product offerings with accessible technology and human understanding.

[Click here to read the full piece](#)

**MRM Brasil Commerce Launch**

MRM Brasil recently announced the launch of MRM Commerce, a new consulting and sales performance unit for e-commerce that was created to help companies increase their results through omnichannel e-commerce experiences.

[Click here to read more](#)





## OUR WORK

### Toys Go on Strike in Spain:

MRM Spain launched an innovative and truly inspired campaign for the Spanish Ministry of Consumer Affairs to raise awareness for — and fight against — sexist advertising targeted at children. The genius part of the campaign is that all toys in Spain went on strike on December 12, to make society aware that “play is gender-neutral.”

The campaign launched with outdoor posters displayed in prominent spaces in Madrid, Barcelona and Seville. A video announcement on YouTube included a group of toys angrily complaining: “Toys of the world. We have been putting up with labels for years, letting people say that we were created only for boys... or for girls!” The toys called for families to join together in this fight against negative stereotyping for children, especially now, as Christmas nears.

[Click here to view the work](#)

### Cigna:

IPG’s Team Unleash debuted it’s first new work for Cigna. Led by MRM, this new BtoB effort highlights their new call to action, “Don’t just pay for a health plan. Invest in a growth plan”, and campaign tagline “Cigna. Your New Growth Plan.” The comedic style is easily digestible, memorable, and differentiating for the health care category.

[Click here to view the work](#)

### Microsoft Accessibility:

MRM UK launched the UK’s first ever digital out of home campaign incorporating British Sign Language for Microsoft highlighting the power of inclusivity to drive innovation.

[Click here to read more](#)

### Motorola #HangUpOnIt:

The “#HangUpOnIt” for Motorola’s iconic RAZR flip-phone campaign from MRM New York aims to combat the ongoing epidemic of offensive and negative behavior that plagues digital culture such as racism, abuse, misogyny, hate, bullying, stereotyping and others.

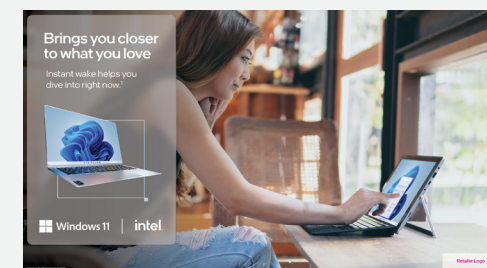
The core messaging of the campaign is simple and based on the central product benefit of the RAZR phone – “If anyone tries to tell you something negative, just hang up on it.” The campaign aims to leverage pop culture and the social conversation by evolving the RAZR’s flip-shut gesture into a universal expression of defiance.

We have partnered with GIPHY, High Snobiety and TikTok creators to create #HangUpOnIt with GIFs, GIPHY clips, memes and other social media content, creating an artillery of responses for people to help stop the negativity in digital culture.



### Microsoft Launching the Modern PC:

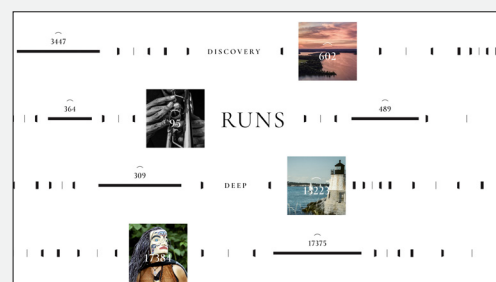
As 2021 brought Asian consumers a newfound sense of confidence for a fresh start, MRM Singapore helped Microsoft, in partnership with Intel, position the Modern PC as the right device to support increasingly hybrid lifestyles. Adapted to 5 languages, the Modern PC campaign was launched across 7 APAC markets including Singapore Malaysia, Thailand, Vietnam, Indonesia, Philippines and Korea.



### American Queen:

American Queen Voyages hits the seas with a data-driven rebrand MRM New York created a new brand identity and positioning that reflects the movement of the waters that American Queen Voyages sails in. The logo deconstructs American Queen’s iconic red paddle wheel logo into individual patterns, using data from the speed of the water current, the speed of the boat, the distance traveled and the amount of time stopped at a port to create a unique design for each passenger, based on their trip. The new design system is backed by the tagline “Discovery Runs Deep,” and launched with a 60-second spot that showcases all of the unique experiences American Queen passengers can have on its ships and in its ports.

[Click here to read more](#)



### USPS Helpers:

You might think that delivering over a billion packages this holiday requires flying reindeer or a bottomless bag of gifts. But it’s not magic that makes more holiday deliveries to homes in the US than anyone else, it’s the new trucks we’ve added to our fleet; the network we’ve worked tirelessly to update; and most importantly, it’s the hard-working people of the United States Postal Service. This campaign from MRM New York, supported by additional McCann Worldgroup agencies, aims to show you the real magic at work this season.

[Click here to view the work](#)

