

Contact:  
Lisa Gruber  
Global Communications Manager  
Euro RSCG Worldwide  
212-886-2018  
[lisa.gruber@eurorscg.com](mailto:lisa.gruber@eurorscg.com)

## **EURO RSCG WORLDWIDE ACQUIRES STRATEGY FARM Full-Service Boutique Joins the Award-Winning Global Network of Agencies**

**NEW YORK—April 4, 2011**—Euro RSCG Worldwide has acquired independent agency Strategy Farm. Founded in 2008 by Laurel Rossi, the agency will be renamed Euro RSCG Worldwide Strat Farm, but it will remain an independently operated company. The flourishing boutique also led by Executive Creative Director Pamela Vahdat, will be responsible for its own client base and will collaborate with all the Euro RSCG companies. Its current clients include Johns Hopkins Medicine, Weight Watchers, Capgemini North America and MasterCard.

“I’ve known Laurel for many years and have watched how she’s grown Strategy Farm,” said Donna Murphy, worldwide co-managing partner of Euro RSCG Life and Havas Health. “The agency’s entrepreneurial style, deep talent pool and future-forward personalized marketing business model will be an invaluable asset for us. Strat Farm really understands our digitally integrated model and, most important, we share a belief that you can be both results-oriented and creative.”

Strategy Farm handles brand advertising, digital, direct marketing and social media for several roster clients. With strong roots in CRM and digital marketing, the agency is a rare combination of results-driven shop and high-level brand strategy bureau.

“Given all the ways you can connect with customers today, it made sense to build an agency from the ground up—one that is focused on where advertising is going and on the quality of the connections between a brand and potential customers - not an agency built around mediums,” said Rossi. “Our relationship with Euro RSCG will give us the global reach to more quickly and efficiently scale our Strategy Farm model.” Vahdat added “we share a passion with Euro for clients at the center of the human spirit—whether they are in health care or technology or a variety of other sectors.”

Rossi was formerly managing director at Hill Holliday New York and its chief integration officer, CMO at Cyrc, and marketing director at Citigroup and Revlon. In addition, she sat on the executive committee of IPG’s Women’s Leadership Network and is vice president of the Advertising Club of New York. Laurel is a passionate advocate for furthering diversity in the advertising industry. Pamela Vahdat was SVP, creative director, digital and direct at Hill Holliday New York and managed the Verizon Wireless, SiriusXM and a number of other



businesses.

For more information about Strategy Farm, please visit the agency's website at [www.stratfarm.com](http://www.stratfarm.com)

### **About Strategy Farm**

Strategy Farm is an integrated agency that provides high-level positioning and strategy along with digital, social media and CRM via its personalized marketing methodology. The agency believes that, in a highly interlinked world, making a quality connection is more important than ever. Personalized advertising allows brands to make deep, meaningful connections with customers without sacrificing financial or big brand success. Strategy Farm is headquartered in New York and provides advertising services to clients such as Capgemini North America, Johns Hopkins Medicine, MasterCard International and Weight Watchers. For more on the agency, please visit [www.stratfarm.com](http://www.stratfarm.com)

### **About Euro RSCG Worldwide**

Euro RSCG Worldwide is a leading integrated marketing communications agency and 2006 Global Agency of the Year in Advertising Age and Campaign. Euro RSCG is made up of 233 offices in 75 countries throughout Europe, North America, Latin America, Asia-Pacific and the Middle East and provides advertising, marketing, corporate communications and interactive solutions to global, regional and local clients. The agency's client roster includes Air France, BNP Paribas, Charles Schwab, Citigroup, Danone Group, Heineken USA, IBM, Kraft Foods, Lacoste, L'Oréal, Pernod Ricard, PSA Peugeot Citroën, Reckitt Benckiser, sanofi-aventis and Schering-Plough. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (Euronext: HAV.PA) (Paris: HAV.PA).