

## Kerry Group Creates KG-ACTIVATION Unit for Large-Scale Event Marketing & Promotions

The Kerry Group, a global marketing communications firm in St. Louis, has launched KG-ACTIVATION. This new division of the company specializes in large-scale event marketing for business-to-business and business-to-consumer companies in the U.S. and overseas.

Mike Campbell, founder and former president of Javelin, will lead KG-ACTIVATION as president and will report to Robert McCann, CEO of Kerry Group, LLC.

At Javelin, Campbell was executive producer of the “Disney Channel PremEARS in the Park” amphitheatre tour. Also, Campbell was lead agency contact for “The Animal Planet Expo”; Boeing’s “Going The Distance” 777 aircraft unveiling; the Coors Light/NFL “Silver Ticket Tour”; and the Turner Classic Movies “Takes Flight” air show tour in addition to his responsibilities for agency profitability, strategic planning, new business outreach and senior-level client program management. Campbell left Javelin after ten years to launch KG-ACTIVATION at Kerry Group. Early in his career, Campbell served in leadership roles at other national marketing agencies, managing creative and production aspects for sales promotion, business theatre and events for corporate and institutional clients. These included corporate-sponsored tours by The Rolling Stones and Genesis. He also served as a tour advance manager for Billy Joel and Bruce Springsteen.

Robert McCann, CEO of the Kerry Group, said, “KG-ACTIVATION is a logical next step in our efforts to provide clients with superior local market activation that is cost efficient and delivers return on investment. It focuses our core experience of producing and managing mobile tours, big corporate events, B-to-B and B-to-C influencer programs for clients seeking memorable new ways to reach consumers and business audiences.”

“Mike Campbell brings 20-plus years of successful event marketing expertise to Kerry Group. In addition, his bottom-line management experience is a huge plus,” said McCann, adding “Mike and I have similar backgrounds; as an ex-roadie like me, he knows “the show must go on!” Campbell said, “I am excited to launch KG-ACTIVATION and take this Kerry Group division to new levels of client service and success with the creative employees and collaborative resources at the firm. Kerry Group has a history of strategic thinking, outstanding skill sets and cost-effective execution of client programs. This is a great opportunity to help generate new business for client products and services.”

Launch of KG-ACTIVATION marks the second phase of a divisional reorganization at the Kerry Group to generate more cost-effective creative, production and management efficiencies for clients, McCann said.

In February 2008, the firm launched Kerry Group Interactive (KGI), a new technology division which provides Internet-based, multi-media marketing intelligence, data research, multi-national e-learning and event program tracking services for clients. KGI renders custom software solutions and

web-based program management efficiencies across diverse technology platforms to successfully implement client business strategies.

“Kerry Group’s increased focus on experiential and digital innovation assures that we maximize the outreach, impact and influence of client marketing programs,” McCann said. “Our digital platforms, social networking, behavior analytics and CRM capabilities are vital and dynamic components of experiential marketing to insure that every dollar is hard at work.”

“With our investment in these two new divisions, Kerry Group is better positioned to develop more creative, more productive programs, and new methods of consumer communications, to help our clients boost cost-effective outcomes and ROI,” McCann said.

Kerry Group clients have included Shell, Pennzoil, Quaker-State, Anheuser-Busch, Citibank, EA Sports, Tresseme, the Missouri Department of Health, and 20th Century Fox, among others. The Kerry Group has 25 full-time employees, plus about 30 field personnel working on a variety of consumer activation programs nationwide. KG-ACTIVATION has 14 employees reporting to Mike Campbell.

Founded in 1996, The Kerry Group produces brand engagement programs, guerilla marketing, event-driven promotions, mobile marketing, multi-media advertising, consumer response programs and retail education services in addition to strategic business-to-business promotions and advertising management services.

The Kerry Group is at 10805 Sunset Office Drive, Suite 415, in suburban St. Louis. For information, see the website [www.kerrygroup.net](http://www.kerrygroup.net) or contact Robert McCann or Mike Campbell at 314.822.1711. Media relations contact: Jeff Dunlap @ Powerline Public Relations, 314.993.6925.

**Photos/Multimedia Gallery Available:**

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5920719&=en>

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