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## CAMPBELL MITHUN AND MRM WORLDWIDE ANNOUNCE MERGER



When advertising and marketing firm **Campbell Mithun** was founded, Ralph Campbell and Ray Mithun could not have imagined, with the economic slump of the Great Depression all around them, that 77 years later their agency would be merging with global marketing agency **MRM Worldwide** in order to reach their customers in a digital format. The Minneapolis based firm's new president Rachael Marret announced **the merger** early on August 16th calling it a "merger of equals," confident that bringing together the two companies will "forge the consumer-brand connections of the future." **Rachel Marret** is the first female president of Campbell Mithun. As the former managing director of digital agency for MRM Worldwide, Marret understands the importance of going digital, "Our future is more than just deepening channel expertise; it's about new and agile ways to create greater consumer insights, rich experiences, and ideas worth talking about." Parent company to both Campbell Mithun and MRM, **Interpublic Group** or IPG will create ease in the merger, allowing it to take affect instantly, yet still allow particulars to be ironed out over time. Similarly, Campbell Mithun and MRM Minneapolis have already collaborated in the past to serve the same clientele such as **H&R Block** and **General Mills**. Marret points out that "In a post-digital world, everything will be digital, social and mobile." Perhaps this merger will ensure Campbell Mithun's success through another economic crisis.

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