

## NEW ADVERTISING AGENCY FOR NEW YORK LIFE



Euro RSCG New York has recently made an announcement that it was selected to become the brand new advertising agency of record for New York Life. New York Life is one of the largest life insurance companies in America. The company has over \$300 billion in assets alone. The selection process started in October 2011 and the choice that was made was one that was made very carefully. There were 20 different agencies that competed with one another for the spot. Seventeen of those agencies were eliminated which left three finalists who had to make creative presentations as means of winning the top spot. Euro RSCG managed to win over all of the other competing agencies, according to MarketWatch. Matt Ryan, the Co-Chairman of Euro RSCG New York, has said, "We're delighted to work with New York Life." He also says, "New York Life is one of America's greatest brands, and the competition for the account was tough. This is an exciting time for the New York agency, and we're looking forward to working with our new partners." The Senior Vice President who is in charge of the Corporate Communications for New York Life, Liz McCarthy, has said, "We were happy to have three very strong agencies to choose among." She also said, "Ultimately, we decided on Euro RSCG New York as the partner for our business based on both their strong strategic approach and their genuine, emotional creative execution." Now that Euro RSCG has competed with other agencies and one the spot for the brand new advertising agency for New York Life, they will be replacing Taxi, who has been holding the spot since 2007, and will now be the leaders of the creative agency for the company. The New York Life Insurance Company is a Fortune 100 company that was first established in 1845. It is actually the largest life insurance company that exists in America. New York Life has a very high financial strength rating. The company is located in New York City and offers life insurance to families of a number of different companies. Aside from life insurance, New York Life also provides retirement income and long-term care insurance to those who need and want it. On the other hand, Euro RSCG Worldwide is one of the leading marketing communication agencies. There are more than 200 different offices scattered in countries all over the world that provide advertising and marketing to their clients along with social media solutions. Some of their many clients include IBM, Kraft Food, L'Oreal, and Citigroup. These clients are just some of the different clients that Euro RSCG works with and many of their clients are familiar names and companies that are well-known in America and around the world.

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