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WELCOME TO THE NEW DONER

Agency Unveils Vision, Website And Visual Identity Under New Leadership Changes Already Have Sparked New Business Momentum

(Southfield, Mich.) – Doner's new leadership today unveils its vision for the agency, including a fresh creative approach, modern visual identity and a redesigned website.

When David DeMuth, Rob Strasberg and Tim Blett took over the agency Jan. 1, they set a strategy for leading clients through the rapid industry changes driven by the digital migration. They also saw that the agency's image was out of sync with the types of work it produces for clients today.

"The agency that we've built and that we're becoming is far more digitally fluent and nimble than it was even a year ago," said David DeMuth, Doner co-CEO and president. "We've spent months to isolate our unique strengths and evolve our agency for what clients need now and into the future. In doing so, we reaffirmed our deep commitment to research and insights, ideas that can live in any medium, and our independence. These ideals, along with our sole focus on client results rather than catering to a holding company, are more valuable than ever to clients."

New Mission

Central to this vision is the newly established mission of "Changing the Destiny of Brands through Creativity." Whether it's keeping a share leader on top or helping to usher a start-up from obscurity, this mission builds on the agency's progressive creative approach.

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“When you look at the heritage of the agency, we’ve always helped to change the destiny of brands in a powerful and positive way,” said Rob Strasberg, Doner co-CEO and chief creative officer. “We believe that more than ever, creativity is vital in all aspects of what we do, from research to media to execution. Creativity is central to how we help clients achieve their business goals.”

The mission also reflects how Doner changed its creative model. For decades, the agency had built campaigns that reflexively started with a TV or print ad. To better enable the spectrum of communication vehicles for the growing variety of brand audiences, the agency rebuilt its model around a profound, central idea that can be brought to life in any number of ways. Work today includes digital strategy and development, iPhone apps, web sites, long-form web content, games, promotions, shopper marketing, social media, and branded online and live experiences beyond the traditional methods--all supported by the agency’s integrated content production studio.

In addition to the launch festivities today, the agency will celebrate its mission and heritage with a retrospective hosted by The One Club, America’s most prestigious advertising society. The exhibit, called “Changing the Destiny of Brands Through Creativity” will open May 11 and run through June 11 at The One Club gallery in New York City.

One of the top priorities for the new leadership team was to communicate the New Doner in a way that was more in line with how the agency has evolved. They assigned Doner’s Murray White, executive VP- executive creative director and Justin Madison Smith, executive VP-interactive executive creative director, and their teams to collaborate on creating a fresh visual identity system and website that could serve as Doner’s virtual headquarters.

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Modern Visual Identity

Over its 73-year history, Doner has regularly updated its visual identity, with the last iteration released in 1998. This time, White led the team to create a simple and contemporary identity to represent its transformation to the New Doner.

With a full visual identity in place, the team then created an additional iconography system in order to fully re-imagine and reengineer the Doner website, its print and presentation materials, plus peripherals such as clothing and in-agency artwork. A defining characteristic of the new visual identity is what White terms, “Structured Creativity.”

“Doner is an agency that strives to be smart, effective, substantial, timeless and likeable,” said White. “At the end of the day, the work we produce for our clients will always be at the center of our own brand, so our visual identity has to function as a strong but flexible framework that allows development in whatever direction we chose next.”

Matrix of Tiles

To make the agency’s website a more useful and effective tool for visitors, the user-experience is tailored to the information needs of our core site audiences: potential clients, potential employees and agency search consultants. Since most site visitors are interested in the agency’s creative product, Doner’s interactive and creative teams built a work-centric framework and workflows that provide simple access to most content without changing user-modes or page location.

Led by Smith, the team created an interaction model that simplifies the organization of content on the site and allows work and other agency points-of-view to be mixed together to suit our audience, where each topic is represented by a visual collection of tiles. Site visitors simply click a tile to reveal its contents and the other page contents slide elegantly out of the way, but still within view. All topics on the site follow this model creating a smart and cohesive brand experience that represents Doner’s creative approach.

“This is the first and primary manifestation of our reimagining,” said Smith. “The way people usually evaluate an agency is by the work, so that’s the core of the experience on our website. We designed it to make people more aware of the kind of work we do now and what the agency is about. It is the virtual past, present and future of Doner.”

Momentum....Already

As the vision and identity were in development, the agency tested and articulated its ideas with employees, clients, consultants and new business prospects. Already, these changes are making strides with employees, five new clients plus incremental assignments from existing clients.

About Doner

Doner is one of the largest independently owned advertising agencies in the world, with approximately \$1.5 billion in combined billings. Based in Southfield, Mich., the agency has offices throughout North America, as well as in London, and does business in more than 30 countries for clients including Mazda, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil and Sherwin-Williams. A full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.

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