

We Are **Ketchum**

WHAT MAKES US KETCHUM?

Two simple words remind us that great ideas shatter expectations. Two simple words set Ketchum apart. **break through**

Our **People** Make Us **Proud**

We do the right thing

Winner of **2 Iron SABRE Awards**

(EMEA and North America) **for agency citizenship**



10 years of service to the **UN Global Compact**, 1st PR agency to join



7 years partnering with **WEF**

For **Room to Read**, we have

Produced and distributed **5,000 local language publishing books** in Laos

Contributed **500 books** through our **Mindfire platform**

Established a **library in Nepal**

Supported **50 girls on scholarship** in Zambia in 2011

Had more than **300 employees worldwide** contribute to the pro bono partnership

Had nearly **30 Ketchum offices and affiliates** participate in the partnership to date



Our Relationships **Stand** the **Test of Time**

32 Fortune 100 Clients

70 Fortune 500 Clients

OUR CLIENTS STAY WITH US

43 clients working with us for longer than **5 years**, including **17 clients** for **5+ years**, **18 clients** for **10+ years**, and **8 clients** for **20+ years**

Our Work **Breaks Through**

3-time winner PRWeek Campaign of the Year



Winner of **Holmes Report's Campaign of the Decade**

2011 PRWeek International Consultancy of the Year

2 PR Cannes Lion Awards

Winner of **126** Silver Anvils (more than any other agency)

Our programming process, open innovation collaboration tools and 24/7 online brainstorm tools help us innovate on behalf of clients and yield measurable business results



Our Expertise is **Solid & Results-Oriented**

5 practices with **25** unique specialty & service offerings

Industry leader in **Research & Measurement**



We have **90**

years of building relations & reputations for companies & brands

Spearheaded development of **Barcelona Principles**



Digital and Social experience

Our Colleagues **Connect Globally**

We live around the world **68 countries**, **100+** offices & affiliates

20+ accounts spanning multiple markets



1st First **PR agency** to join the **UN Global Compact**
 First **unit** dedicated to word of mouth
 First **PR agency** with a dedicated research and measurement group

First **PR agency** to win a **Cannes Lion**
 First **in-house test kitchen** for food clients
 First **agency** to use open innovation platform