



## **PRESS RELEASE**

### **PUMA APPOINTS JWT NEW YORK AS GLOBAL LEAD CREATIVE AGENCY**

**Herzogenaurach / Boston, 12 December 2013** – Sports company PUMA has appointed advertising agency JWT New York as its lead creative agency. Effective immediately, JWT will assume a leadership position over all PUMA advertising and creative on a global basis, with reach across North America, Europe, Latin America, APAC and Middle East/Africa.

Over the last three months PUMA's new management team has created a unified brand platform and simplified mission: Forever Faster. The statement, a new tag line that will launch to consumers in 2014, reflects a 65-year history of making fast product designs for the fastest athletes on the planet.

JWT will work with PUMA to develop and define a fast-moving creative process poised to capitalize on culturally relevant sporting moments. The agency will immediately begin working on a project to re-ignite the brand heat, working with PUMA to define its new Forever Faster brand messaging before rolling out a new global brand campaign in the second half of 2014.

"In JWT, we have found an agile agency with a global reach that understands the PUMA brand and culture," said Björn Gulden, CEO of PUMA. "The team quickly proved that they could deliver on our new mission to become the Fastest Sports Brand in the World. Together we'll craft a more nimble creative structure that will allow us to support all of the company's sporting and lifestyle categories with a single consumer message and streamlined creative concept across territories."

The PUMA account will be led out of JWT's flagship headquarters in New York, with offices across the agency's network contributing regional insight and localization of the global brand campaign.

"PUMA is more than an advertising relationship for us; it's a true brand and business partnership," said Peter Sherman, CEO, JWT New York. "It will be a privilege to work with this team."

PUMA is the latest in a string of new business wins for JWT New York in the last three months, which includes a consolidation of Energizer brands and a creative assignment from Google.

**Media Contact:**

Ulf Santjer - Corporate Communications - PUMA SE - +49 9132 81 2489 – [ulf.santjer@puma.com](mailto:ulf.santjer@puma.com)

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**PUMA**

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>

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**JWT**

JWT is the world's best-known marketing communications brand that has been inventing pioneering ideas for the past 150 years. Headquartered in New York, JWT is a true global network with more than 200 offices in over 90 countries, employing nearly 10,000 marketing professionals. JWT consistently ranks among the top agency networks in the world and continues a dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content today. For more information, please visit [www.jwt.com](http://www.jwt.com) and follow us @JWT\_Worldwide.