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## MARKETING & MEDIA

# Newell picks new firms to market business unit

Atlanta Business Chronicle - by [Giannina Smith](#)

Atlanta-based **Newell Rubbermaid Inc.** is ramping up marketing efforts for its Technology Global Business Unit. Formed in 2007, the unit is made up of several technology office brands the company has acquired since 2005, including label printer maker DYMO, business card scanner unit CardScan and interactive whiteboard provider mimio, among others.

“We are really looking at the whole way we go to market. We know our consumers in the space are researching and finding products online so we will be will ramping up efforts online,” said Jessica Miller, vice president of marketing and sales for the Technology Global Business Unit. “We will also be looking at brand hierarchy and how these brands work together with the potential to pull these brands under one.”

To help market its technology product portfolio, the consumer products giant, which spent \$216.5 million on advertising in 2007, recently selected **Ketchum Inc.** as its global public relations agency of record and hired advertising agency McCann Worldgroup Salt Lake City to direct its advertising. Atlanta’s **Ketchum South office** will lead the PR account along with hub offices in Paris and Sydney, Australia, through Ketchum’s affiliate **ICON International Communications**. Newell Rubbermaid also hired Atlanta-based interactive agency LBi to help re-stage the Web site for DYMO, which is the largest and most recognized brand in the technology group.

Previously, the marketing work for the Technology Global Business Unit was handled using different agencies designated by brand and region. In the spring, Newell Rubbermaid issued a request for proposals and engaged consulting firm The Bedford Group to consolidate the public relations and advertising work for the entire unit under single agencies. Miller said consolidation is intended to help market different brands and products together.

## Deere to MindShare

The Atlanta office of media company **MindShare Inc.** has been selected as media agency of record for the John Deere Worldwide Commercial & **Consumer**

**Equipment Division.** Working with the equipment manufacturer's advertising agency of record, Ohio-based Malone Advertising, MindShare Atlanta will be responsible for all of John Deere's national media planning and buying services, which includes digital. Both MindShare and Malone are WPP group companies and will be working in conjunction with John Deere's creative agency, GSD&M Idea City.

"We look forward to working with GSD&M Idea City and **WPP sister agency Malone Advertising** to bring greater efficiencies and fully integrated solutions to John Deere," said Andie Fox, head of the **MindShare Atlanta office**.

With 97 offices in 67 countries, the MindShare's Worldwide Network has billings in excess of \$23 billion. Other clients served out of Atlanta include Regions Bank, **Orkin Inc.**, the **U.S. Marine Corps** and SCANA.

### HQ move

Brand consultancy firm **Patrick Davis Partners** has moved its headquarters to Atlanta from St. Louis, where the company was founded in 1996.

The firm's CEO and executive staff has already moved and additional staff is set to relocate to Atlanta in the first quarter. While the company will continue to keep an office in St. Louis, which currently has five full-time employees, the firm anticipates additional transfers to Atlanta. Vice President Kristin Ament said Patrick Davis Partners plans for its Atlanta-based staff to total about 30.

Patrick Davis Partners has additional offices in New York City and San Francisco and is planning to expand to Portland, Ore., in the first half of 2009.

### Who got what

**Trevelino/Keller Communications Group** has been hired by Verus Carbon Neutral, a company that helps businesses and individuals reduce their carbon footprint.

**Shira Miller Communications Inc.** was selected as agency of record for frozen food line Farm Rich and art classes Sips n Strokes.

Event marketing company **PictureU Promotions Inc.** was selected by Bass Pro Shops to assist with the retailer's "Christmas Classics holiday promotion."

Engauge Digital redesigned the Web site for ice cream company MolliCoolz.