

HB&M EXPANDS SERVICES TO GREATER CHINA

February 2009: Harris, Baio & McCullough (HB&M) – with headquarters in Philadelphia, PA USA – has expanded its scope of services by forming an affiliation with an established US/Asian marketing communications firm.

Under a formal agreement between HB&M and e21 Corporation, HB&M can now offer integrated marketing communications services to clients in support of their marketing efforts in Greater China.

Specifically, e21 Corporation has offices and staff in Beijing, Chengdu, Guangzhou, Hong Kong, Shanghai, and Taipei. e21 headquarter operations are in Fremont, California.

This new affiliation is a result of extensive screening and evaluation, and a mutual focus on compatibility of capabilities and agency cultures. HB&M and e21 share a strong similarity in the high quality of clients served, and the level of work performed.

The portfolio of services offered through the new affiliation covers the full spectrum of marketing communications related to (but not limited to) the following:

Advertising (all media), Collateral Materials, Conferences & Events, Corporate Image, Branding, Public Relations, Trade Shows, Web-related Services, Sports Marketing, Market Research.

e21 has a 14 year presence in Greater China, providing marketing communications services over that time to a prestigious list of clients such as Google, IBM, Nike, 7-Eleven, and Taiwan Semiconductor. For the past five years, for example, e21 has handled special events for Sun Microsystems. e21 has also managed conferences for FedEx in China and is currently doing work for them in the USA. Other e21 client projects have included campus recruitment in China for Shell, and web development for China Motor and Ford in Taiwan.

“We are very pleased to have formed this relationship with e21,” says George Harris, HB&M president. “During our exploratory period, we engaged e21 in a branding project for one of our clients who has an interest in expanding its footprint in China. e21’s research, and their response and recommendations were timely and right on target.”

“The marketing scene in China can present a bewildering array of challenges, as well as possibilities,” adds Bob McCullough, executive VP of HB&M. “After personal interaction with the people at e21, we are very confident that they are the right kind of working partner for HB&M in Asia. They have the unique ability to execute programs in China (for example) at a very local level, while maintaining the strategic big picture for clients.”

For more information about Harris, Baio & McCullough’s new capability in Asia, or to discuss other marketing communications needs, contact one of the following:

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