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FOR IMMEDIATE RELEASE

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American Egg Board Names Energy BBDO Ad Agency of Record

CHICAGO, Ill. (August 30, 2017) — The American Egg Board has named Energy BBDO its advertising Agency of Record (AOR), leading all creative development across channels and platforms for the brand. The American Egg Board is the marketing arm for all U.S. egg farmers and their mission is to drive demand for eggs and egg products.

“Energy BBDO was awarded our business because of their multiculturally-infused thinking, which we need to reach today’s Millennials and other important audiences. They presented creative ideas, born from data-driven insights, that we know will resonate with today’s America,” said Anne L. Alonzo, President and CEO of the American Egg Board. “Energy’s family-like culture and values, paired with their commitment to their craft, match our own organizational ethos and we look forward to partnering with them.”

Energy BBDO will collaborate with an integrated agency team including Ketchum, kglobal Public Relations, Starcom Media and Quiet Light Communications. The team will immediately commence with new work projects expected to launch in early 2018.

Tonise Paul, President & CEO of Energy BBDO, remarked, “We’re thrilled for the opportunity to join forces with the American Egg Board to reinvigorate their iconic imagery and to create a new level of engagement with this incredible food.”

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ABOUT THE AMERICAN EGG BOARD (AEB)

Through AEB, U.S. egg producers come together in accordance with statutory authority to establish, finance and execute coordinated programs of research, education and promotion — all geared to drive demand for eggs and egg products. The Board consists of 18 members and 18 alternates from all regions of the country, nominated by the egg industry, and appointed by the U.S. Secretary of Agriculture. AEB and all program activities are funded by U.S. egg producers and subject to USDA approval. AEB is located in Chicago, IL. Visit www.aeb.org for more information.

American Egg Board

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ABOUT ENERGY BBDO

Energy BBDO is a leading edge creative organization energizing people and brands nationally and globally. Based in Chicago, and part of BBDO Worldwide, Energy is an award winning integrated agency with a people-first approach reflected in the words “Energize People. Energize Brands.” The agency collaborates with some of the world’s most iconic brands to create evocative stories and innovative brand experiences.

Energy BBDO is a part of BBDO Worldwide. BBDO’s mantra is “The Work. The Work. The Work.” Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world’s most compelling commercial content. For eleven years in a row, BBDO has been ranked the most creative agency network in the world in *The Gunn Report*. In addition, in 2017, BBDO was named Network of the Year at Cannes and the most effective agency network in the world in the Global Effie Effectiveness Index.

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