



THE
ÉGALITARIAN

Q2 2014

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LET TTER ER

FROM THE BOARD

Feedback from our members is important in helping Égalité's leadership plan for the future. All the chapters are on slightly different evolutionary curves but strive to offer programming around education, advocacy, community outreach and business development. We wanted to share with you some of the feel-good feedback we've received from across the network, which helps drive home the impact an employee resource group can have in shaping culture and driving positive change within Publicis Groupe and all of its agencies.

"The very fact that Égalité even exists (and so actively) speaks volumes about the company's support of the LGBT community inside and outside the agency." -Égalité Atlanta

"It's nice to have a group that supports me within the work place... It makes everything in my life feel cohesive, not separate." -Égalité Chicago

"It's a fun, welcoming group that I enjoy being a part of. As the mother of a gay son I feel it's crucial for me to support the LGBT community at work." -Égalité New York

"I just recently joined the professional world. Growing up I was afraid of how being gay in the work place would be perceived and if I would be at risk of being fired because I was gay. We have all heard the stories. Anyway, I realized very quickly that my agency and Publicis Groupe are open and welcoming. I felt so supported. A mix of my coworkers, the fact that our benefits outline and include same-sex couples as an option, and that Égalité exists made and makes me feel so comfortable and able to be ME. So much in fact that I came out to my parents about 3 weeks ago. If I did not feel supported at work the way my agency and Publicis Groupe have made me feel, I don't know if I would have come out to them when I did. Thank you so much for this organization." -Égalité Seattle

With Pride celebrations taking place across the country throughout the summer, we'd like to take this opportunity to wish you a HAPPY PRIDE and thank you for your continued participation in helping to make Égalité a success.

-The Égalité Board





OUT & ABOUT

NEWS FROM ACROSS
PUBLICIS GROUPE

REPRESENTING PUBLICIS GROUPE

The Human Rights Campaign hosted an awards ceremony in New York for all companies that scored a perfect 100 on the 2014 Corporate Equality Index. The index is a national benchmarking tool for corporate policies and practices pertinent to lesbian, gay, bisexual and transgender employees. As reported in last quarter's issue of *The Égalitarian*, this year eight Groupe agencies scored a perfect 100 on the index: Digitas,

Leo Burnett, MSL, Publicis Healthcare Communications Group, Publicis Worldwide, Razorfish, Starcom MediaVest Group and ZenithOptimedia.



TOP LEFT TO RIGHT: Simon Fenwick (Starcom MediaVest Group), Bradley Matthews (MSL), Andrea Cancro (MediaVest), Brian Berg (ZenithOptimedia), Chad Griffin (HRC), Brian Vaught (ZenithOptimedia), Robert Camilleri (Publicis Kaplan Thaler), Reva McEachern (Razorfish).
BOTTOM LEFT TO RIGHT: Ron D'Amico (DigitasLBI), Erin Quill-Keough (DigitasLBI), Jessica Edwards (Leo Burnett), Tony Osborn (MSL) and Bridget Kelly (Publicis Kaplan Thaler).

GRUPE AGENCIES SPONSOR AIDS WALK NEW YORK



Égalité New York reached another new record this year and recruited 170 walkers to participate in AIDS Walk New York. Together our walkers raised over \$42,000.

Many Groupe agencies donated generously to Team Égalité, including:

- \$1,000** – Digitas, MSL, Publicis Life Brands Medicus, Publicis Kaplan Thaler, Razorfish, Re:Sources, Rosetta, Stacom MediaVest Group, Zenith
- \$750** – Optimedia
- \$500** – Saatchi & Saatchi

Thank you to all of our agencies, members, colleagues, friends and family who participated in the walk and helped raise significant funds which will allow the Gay Men's Health Crisis (GMHC) to provide services to men, women and families living with, or affected by, HIV/AIDS in New York City, and advocate for scientific, evidence-based public health solutions for hundreds of thousands worldwide. The event also benefits dozens of other vital AIDS organizations in the tri-state area.

ROSETTA SUPPORTS THE GLAAD MEDIA AWARDS



The GLAAD (Gay and Lesbian Alliance Against Defamation) Media Awards brings together celebrities, corporate partners, media professionals and young adults in support of GLAAD's mission to amplify the voice of the LGBT community and achieve full equality.

Continuing its tradition of support for GLAAD, which was started by former Rosetta Partner Leslie Donovan, this year marks the sixth consecutive year that Rosetta supported the event with the purchase of a table for ten.

IT GETS BETTER PROJECT™

WWW.ITGETSBETTER.ORG



Team One LA has announced that an Égalité-derived initiative has resulted in an "It Gets Better" partnership with its biggest client, Lexus of North America. Égalité member Jeremiah Knight originated the idea after inviting Dan Savage to speak at a Team One All Agency meeting back in 2013. He and Meredith Gruen sold Lexus on the idea of backing producing partners Dan Bucatinsky, Lisa Kudrow and the "It Gets Better" campaign. There are 6 videos featuring LGBT public figures that are finishing production.

They feature Glee's Jane Lynch, the NBA's 1st openly gay player, Jason Collins, Project Runway's Tim Gunn, musicians Tegan & Sara, Star Trek's George Takei and Orange Is The New Black's Laverne Cox. The videos will premier on Lexus' L Studio site: <http://www.lstudio.com/>. See the Hollywood Reporter story at: <http://tinyurl.com/o9b7syz>

ÉGALITÉ
HELPS BRING
LEXUS AND THE
"IT GETS BETTER"
PROJECT
TOGETHER

CHAPTER UPDATES



BY PARKER NOWELL MOXIE

The Atlanta Chapter had its official 2014 kickoff meeting a few weeks ago, and we are very excited to start planning some chapter events and get involved with our local LGBT community. Discussion centered around our chapter goals for the year, which emphasize increasing our membership base to maximize the effect of our participation in community events.

We discussed how best to start generating more awareness of the organization within our own agencies, as well as what types of events would be of most interest to our members. Our immediate plans are to bring together the whole Atlanta chapter for a happy-hour mixer, which will hopefully draw in some new members, as well as reach out to potential LGBT community organizations to determine how best we can become involved with them. We will also be creating an event calendar that will map out the different events in which we can participate in (e.g., Spirit Day, Atlanta AIDS Walk, Atlanta Pride, etc.), which will be shared with the whole chapter so members can easily plan around their interests.

To be added to Égalité Atlanta's distribution list, email me at pnowell@moxieinteractive.com



ÉGALITÉ ATLANTA

BY JASON SOUTHERLAND PERFORMICS

Égalité Chicago kicked off 2014 with a double header: Our first happy hour of the year was also a fundraiser for the Chicago Public Schools' (CPS) LGBT Prom. We raised over \$1,500 from attendees (plus matching gifts) and began our partnership with the prom on a high note. We will continue to support the CPS prom through donations of cash, time and talent, including donating all design resources. We helped another great LGBT youth organization – the drop-in center, Café Pride – with a winter clothing drive that saw the donation of over 100 items. We presented them to Café Pride at our quarterly volunteer night, where we prepared dinner for their clients. Spring began with sign-ups for kickball (if you're interested in joining the team as a sub, we are playing through July 3rd) and a lunch-and-learn focused on finance and benefit issues facing newly married or soon-to-be-married couples.

To be added to Égalité Chicago's distribution list, email me at jason.southerland@performics.com



Happy hour supporting Chicago Public Schools' LGBT prom



ÉGALITÉ CHICAGO

BY LUKE DOWDING STARCOM MEDIAVEST GROUP

Recently Égalité London has been focusing on strengthening both its Board as well as its reach into the Publicis Groupe agencies here in London. To gain inspiration and insight as to how this might be achieved, both Giulio Vaiuso (Saatchi & Saatchi) and I attended the Stonewall Workplace Conference on April 11th. The day was filled with speakers, workshops, panels and chances to network, not only with people in the media industry but from a variety of sectors; all of whom have either been running a successful resource group for a long time, have just started one or were hoping to start one soon. We found ourselves somewhere in the middle of them all, being associated with the great legacy of work happening in the US and continuing to build our foundation here in London.

Perhaps my biggest learning of the day is just how difficult people find it here in the UK to launch employee resource groups. Verbal support from senior-level management is often plentiful, whichever sector you find yourself in; but finding people to join the managing board responsible for ideating and executing ideas on a day-to-day basis is a little harder to achieve. With that being said, the next step for us here in London is to leverage our new learnings and connections to strengthen our foundation as we look ahead to the rest of 2014.

If you are interested in joining Égalité London's Board, please reach out to one of our existing Board Members for more information: Nicola Raj (Re:Sources UK), Giulio Vaiuso (Saatchi & Saatchi), Derrick Lewis, Luke Dowding, Steve Carrigan (Starcom MediaVest Group) and Tim Payne (ZenithOptimedia). We're a friendly and welcoming group of people, and look forward to continue pulling together a team that can ideate and execute meaningful programming for Publicis Groupe's LGBT employees and their allies.

To be added to Égalité London's distribution list, email me at luke.dowding@smvgroup.co.uk



ÉGALITÉ LONDON

BY MICHAEL NNADI TEAM ONE

Team One LA Égalité members partnered with the Transgender Economic Empowerment program at The LGBT Center to participate in the Transgender Leadership Summit on Saturday, 4/12 at California State University at Northridge.

We put on a panel discussion for Personal Branding and Resume Building to help trans folks move forward along their career paths. It was very well received by attendees, and an eye-opening experience for our team. We were invited back and are looking forward to conducting the panels again later this year.

To be added to Team One LA's Égalité distribution list, email me at michael.nnadi@teamone.com



Team One ambassadors, from left to right: Bria Colyer, Cait Drury, Jessica Schnitzer, John Coelho, Drian Juarez (LA LGBT Center Transgender Empowerment Program Manager), Vincent Tivaldo, Michael Nnadi

ÉGALITÉ LOS ANGELES - TEAM ONE

BY ANTHONY FISCHETTI MEDIAVESTNY

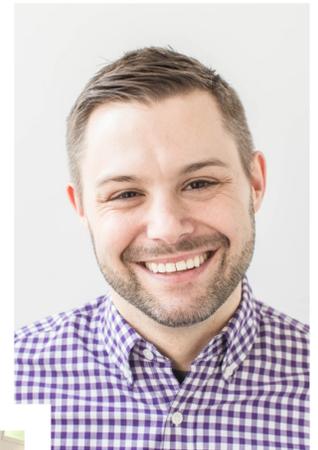
Égalité New York is off to a stellar start in 2014. We warmed up in February with a Valentine's Day candygram sale at ZenithOptimedia. ZO raised \$1,400 benefitting the Ali Forney Center (AFC) for homeless LGBT youth. Another fundraiser at Publicis Life Brands Medicus raised \$365 from the sale of wine and beer by the agency's Culture Club on Fundraising Friday. The funds were also donated to the Ali Forney Center.

Our AFC partnership continued with our support of their Spring Talent Show. It was Égalité's second year in a row participating in this event, full of inspiring teens showing off their talents and having a great time!

The New York chapter hosted a game-night happy hour at Boxers Sports Bar, at which we raised another \$265 for AFC by raffling off some Samsung products donated by the SMG client team. Thank you Samsung!

Égalité New York mobilized its members to participate in AIDS Walk New York on Sunday, May 18th. With representatives from across Publicis Groupe agencies, Égalité New York registered some 146 walkers, who collectively raised \$42,000. AIDS Walk New York helps raise vital funds for AIDS service organizations in the tri-state area, providing services to men, women and families living with, or affected by, HIV/AIDS.

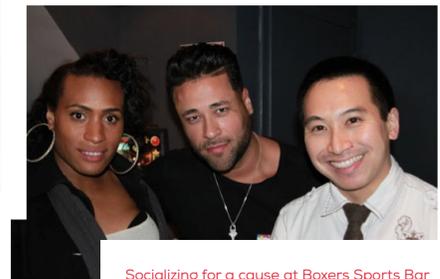
To be added to Égalité New York's distribution list, email egalite@publicis-usa.com



Valentine's Day is sweet with candygrams and funds for AFC



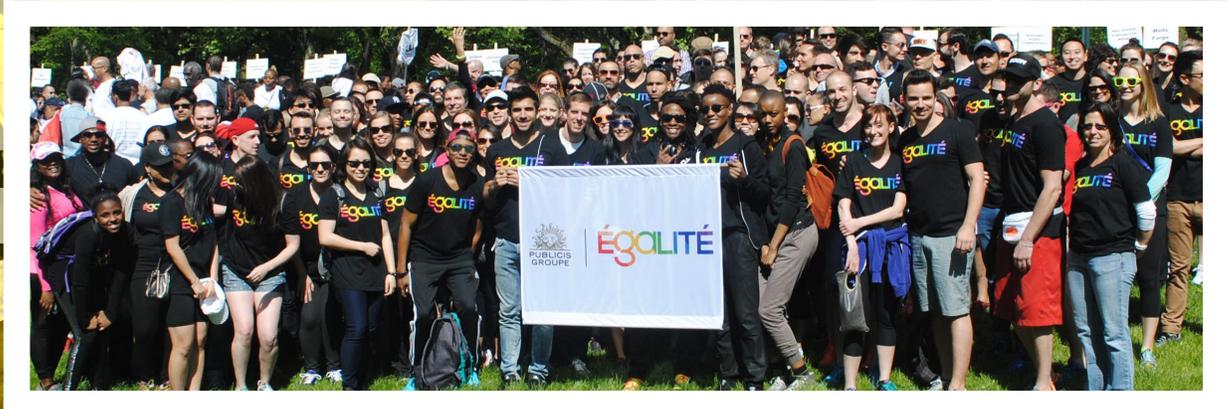
Égalité members serving up delectables for the talented kids of AFC



Socializing for a cause at Boxers Sports Bar

ÉGALITE NEW YORK

WALK
\$42,000



BY JIM COTANT RE: SOURCES

Égalité San Francisco recently hosted an adoption lunch-and-learn attended by 20 staff from Publicis Groupe's various San Francisco offices. A representative from a local adoption agency spoke about the adoption process, gave statistics about open adoption and answered questions from attendees. Our members also shared their family-building stories. Overall, the event was a huge success!

Our major push right now is to build enthusiasm (and raise money!) for our AIDS Walk San Francisco team. In preparation for the walk on July 20, we held a fundraiser sponsored by HereMedia in the San Francisco Embarcadero office on May 1. If you would like to join the Publicis Groupe AIDS Walk SF team, please visit <http://tinyurl.com/l7smwso>

To be added to Égalité San Francisco's distribution list, email jim.cotant@us-resources.com



ÉGALITÉ SAN FRANCISCO



BUILDING BUSINESS

RIVENDELL THE GAY MEDIA COMPANY! BY TODD EVANS, PRESIDENT AND CEO



Rivendell Media has been helping advertising agencies meet the LGBT press since 1979, and currently serves over 200 gay & lesbian print publications, websites and digital properties as their exclusive national advertising representative. With advertising spending in the LGBT press at a record high for 2013 (\$381.4 million), LGBT people are a crucial demographic for advertisers, largely due to their brand loyalty and influence as trendsetters compared to the general population. The LGBT community boasts the highest per-capita discretionary income among niche markets and an estimated \$830 Bⁱⁱ in buying power for 2013. Rivendell Media makes reaching this powerful demographic simple, with tailored marketing consultation and campaign recommendations based on our over 35 years of expertise.

Local media provides LGBT people with immediate access to news, services, event listings and other content of interest, and truly reaches the “movers and shakers” of the LGBT community. In 2013, 9 out of every 10 advertising dollars spent in LGBT print media were spent locallyⁱⁱⁱ. Gay media is local media, and that’s what makes our business unique: we help you reach the LGBT publications and media outlets in your target markets – one bill, one insertion order, one representative. We represent most LGBT publications in the US and Canada.

When you work with Rivendell Media, you are working directly with our media properties – we are paid by the properties as their national advertising sales staff. Our services are all at absolutely no cost to the agency. We are here to help plan campaigns, give advice and guidance, and provide factual information about the publications we represent (and even those that we don’t represent) so that you have the knowledge to make beneficial decisions in the LGBT marketplace.



At Rivendell Media and Rivendell Online (our digital division) we handle all of the work typically involved in ad placement. We supply you with the most current rates, deadlines and art specifications, and take care of everything to make sure your campaign runs smoothly. We guarantee the lowest available rates for the schedule you are placing, and our rates are always agency-commissionable. Each month, our staff compiles tear sheets, screenshots and checking copies, and consolidates your ad placements onto one bill for all monthly advertising

activity. We also track every national print ad in every LGBT publication in the US, and these tracking reports are offered free of charge to all agencies that work with us. Rivendell Media is certified both as an LGBT Business Enterprise and as a Certified Diverse Supplier through the National Gay & Lesbian Chamber of Commerce.

With over 35 years of experience, we’ve placed nearly every advertising campaign in the gay press and worked with nearly every major agency in the US. If your client is looking to advertise to the LGBT market, Rivendell Media is the premier one-stop source for LGBT media placement and marketing consultation. To learn more about Rivendell Media and how we can be of service to you and your clients, please contact **Todd Evans (President and CEO) at 212-242-6863 or todd@rivendellmedia.com.**

i Rivendell Media, 2013 Gay Press Report
ii Wittek Communications, “America’s LGBT 2013 Buying Power Estimated at \$830 Billion,” November 2013
iii Rivendell Media, 2013 Gay Press Report



MARKET PULSE

BANANA REPUBLIC

Banana Republic recently launched a new campaign titled "True Outfitters." The ads feature real-life couples, including interior designers Nate Berkus and his fiancé Jeremiah Brent. Banana Republic joins other brands such as Amazon, Coke and Chevrolet, which have all recently gone to market with advertising that features same-sex couples. Not only do Nate and Jeremiah help Banana Republic stand out in a crowded marketplace, Banana Republic's decision to feature a same-sex couple helps to normalize the new normal in mainstream channels. Banana Republic's ads have been featured in InStyle and Rolling Stone. (Source: www.nytimes.com)



WORKPLACE EQUALITY PORTFOLIO

Fund provider ALPS has launched the Workplace Equality Portfolio (EQLT) which only invests in companies that support lesbian, gay, bisexual and transgender equality in the workplace. To be included in the fund, companies must score 100% on the Human Rights Campaign's Corporate Equality Index. The index is based on criteria which assess the degree of equity employers provide for their LGBT employees.

This is the same index on which many Publicis Groupe agencies scored a perfect 100 this year. (Source: www.thestreet.com)

HONEY MAID

Honey Maid crackers recently launched a commercial entitled "This Is Wholesome" which features a same-sex couple. The commercial has upwards of six million hits on YouTube and begins with two dads feeding their baby a bottle. Near the end of the thirty-second spot, the two dads are featured once again, this time in front of their home, together with their baby and their young son. Accompanying the YouTube video is the tagline, "No matter how things change, what makes us wholesome never will."

Unfortunately, the spot resulted in Honey Maid receiving some hate mail. In an effort to turn lemons into lemonade, Mondelez International (Honey Maid's manufacturer under the Nabisco brand) produced a video response. Mondelez commissioned two artists to collect the hate mail in printed form which was bound together to spell the word "Love." The video ends with the tagline: "Proving that only one thing matters when it comes to family... Love."

Honey Maid - This Is Wholesome: <http://tinyurl.com/pzv2lq7>
Honey Maid - Love: <http://tinyurl.com/mryenjz>
Honey Maid - Documentary: <http://tinyurl.com/m4vot6e>



By Steven Myers-Yawnick,
PUBLICIS KAPLAN THALER

GUINNESS

Guinness, a beer brand owned by Diageo, pulled its support from this year's St. Patrick's Day Parade in New York City after organizers of the parade banned gay groups from openly identifying their sexuality.

Diageo released a public statement affirming the brand's "strong history of supporting diversity and being an advocate for equality for all." On Facebook, fans praised the brand for having the "guts to stand up for what's right." (Source: www.adage.com)



JASON COLLINS

Jason Collins of the Brooklyn Nets is the first openly gay player in the NBA, and just one day after his jersey launched on NBAstore.com his name had been imprinted on four of the top-five selling jersey items on the site. Keeping with tradition from time spent with the Boston Celtics and the Washington Wizards, Collins is donning No. 98 to honor Matthew Shepard, a student who was murdered in an anti-gay hate crime which took place in Wyoming in 1998.

The jersey sells for \$70 and the impressive sales demonstrate that openly gay athletes in major American sports can translate into marketing gold. (Source: www.baltimoresun.com)

WHAT HAPPENS HERE, STAYS HERE

Having always celebrated adult freedom, in April Las Vegas' "What Happens Here. Stays Here" campaign evolved to include a new spot which gives a nod to the LGBT community.

The spot has been running on various national networks, including Bravo TV, E!, and Logo. Titled "The Check In," the spot demonstrates a playful approach to the welcoming atmosphere found in Las Vegas. The city was recently ranked as the 2nd most popular U.S. destination among gay men, and 3rd among lesbians. (Source: www.lasvegasnblog.com)



CHEVROLET

In an ad that ran during the Opening Ceremonies of the Winter Olympics, Chevrolet, the All-American staple, highlighted a montage of real-life families—including same-sex couples. Chevrolet is the first brand to show a same-sex couple in an ad during the Olympics.

When the Defense of Marriage Act (DOMA) was struck down by the Supreme Court last year, American institutions such as Goldman Sachs, Microsoft and Johnson & Johnson cheered on same-sex couples. As one of America's largest corporations, Chevrolet is doing its part to help normalize same-sex couples. (Source: www.businessinsider.com)



MEM- BERS IN THE SPOT- LIGHT

JILLIAN KOSIC, SENIOR ACCOUNT MANAGER, RAZORFISH

Jillian Kosic has been working on various marketing and fundraising projects with Lifelong AIDS Alliance since the beginning of 2013. Working with Lifelong's director of marketing, Jillian focuses on social media and advertising strategies to increase awareness of Lifelong's services and fundraising opportunities. In the beginning of 2013, her primary focus was a market-research project with a team of volunteers to access the feasibility of venturing into retail sales of their Chicken Soup Brigade meal program. In 2014, she was part of an event-planning team tasked to plan the re-launch of Gay

Bingo in Seattle as one of the largest Gay Bingo fundraisers in the nation. As a result, this year's Gay Bingo raised more than \$60,000 for Lifelong AIDS Alliance and, with its "Bridesmaids" theme, hosted two couples who renewed their wedding vows to celebrate the one-year anniversary of gay marriage in Washington State.



Jillian began her tenure at Razorfish in the summer of 2011 as an Account Manager on the XBOX team. After making it through the Black Friday season (just barely), she transitioned onto a few smaller Microsoft accounts before moving to Internet Explorer. It was here that Jillian really began to get involved in the development of

Microsoft's paid social media strategy. After a successful fiscal year with IE social media,

she transitioned to what is now called One Consumer (Windows, Surface, Windows Phone & Microsoft accounts). While strengthening partnerships with Starcom MediaVest (social media buying) and Unified Social (social media activation), Jillian is working to streamline paid social media process, reporting and analytics, and optimization strategies across all Microsoft accounts at Razorfish. Her most recent venture is leading paid social for the Office365 team, where all media planning, media buying and social activation has been brought in-house, so Razorfish can be that amazing one-stop-shop social media team for Microsoft!

With previous stints at Young & Rubiam and David & Goliath, today Alex Granieri is an Integrated Producer at Saatchi & Saatchi LA, where he works on all things Toyota. Last year, Alex helped plan SSLA / Égalité's participation in Los Angeles Pride, and this year he has stepped up to the plate to serve as the Co-Chair of SSLA's Égalité chapter. What he loves most about the role? "Having the opportunity to contribute to the LGBT community and connect SSLA to that community." Next on his agenda, Alex is collaborating with the SSLA team to bring in a speaker for the agency's Égalité Summer Speaker Series. When

he's not working or volunteering his time in support of Égalité, Alex loves to travel. Just back from Morocco, he is already planning an excursion to Machu Picchu and Lake Titicaca later this year.



ALEX GRANIERI, SAATCHI & SAATCHILA

Tim Castree is MediaVest's Chief Operating Officer and a staunch ally of Égalité. Leading up to AIDS Walk New York on May 18th, Tim reached out to his friends and colleagues at MediaVest to share with them his personal story and encourage them to participate in the walk and give generously to Égalité's team of walkers. With his permission, *The Égalitarian* is re-printing and sharing Tim's words of support with an even larger audience across the Publicis Groupe network.



"Six years ago, after what was nearly a two-decade fight against HIV and then AIDS, I lost my oldest brother to complications from the disease. He was an inspirational fighter and the sweetest guy you ever met. I am really looking forward to joining our MediaVest and Publicis Groupe friends from Égalité in AIDS Walk New York this year in honor of him. Whatever your reason - if you have a personal connection to this disease as I do, or if you want to show your support as an ally of our Égalité brothers and sisters within the MediaVest family, or you are simply up for a Sunday walk

with some colleagues, I'd love you to join us."

Thank you, Tim, for being a vocal ally of Égalité and Starcom MediaVest's participation in AIDS Walk NY! With your support, SMG raised the most money of any Publicis Groupe agency and had the most registered walkers!

TIM
CASTREE,
MEDIAVEST

ACTS
TEAM,
GANT,
OOG,
CH,
S

ÉGALITÉ ATLANTA

Moxie – Parker Nowell*
MSL – Ellen Schneidau
Razorfish – Christy McDonald
Team One – Laura Mills

ÉGALITÉ CHICAGO

Arc – Lisa Fasana
Arc – Michael McMillen
Digitas – Carlo Guardascione
Digitas – Josh Booher
Leo Burnett – Brian Stout
Leo Burnett – Jessica Edwards
Leo Burnett – Karl Wenzel
Leo Burnett – Ken Gilbert
Leo Burnett – Rich Stoddart
Leo Burnett – Scott Bartosiewicz
Performics – Jason Southerland*
Performics – Richard Wong
Razorfish – Donnie Young
Re:Sources – Chad Ostlund
Saatchi & Saatchi X – Amanda Danish
Spark – Klariza Alvaran
Starcom – Alden Golab
Starcom – Ryan Dietz
ViavKi – Joe Griffith

ÉGALITÉ LONDON

Re:Sources UK – Nicola Raj
Saatchi & Saatchi – Giulio Vaiuso
Starcom MediaVest Group – Derrick Lewis
Starcom MediaVest Group – Luke Dowding*
Starcom MediaVest Group – Steve Carrigan
ZenithOptimedia – Tim Payne

ÉGALITÉ LOS ANGELES

Team One – Jay Thongnap*
Team One – Michael Nnadi
Saatchi LA – Kristen Hosack*
Saatchi LA – Alex Granieri

ÉGALITÉ NEW YORK

Digitas – Royi Gavrielov
MediaVest – Andrea Cancro
MediaVest – Anthony Fischetti
Publicis Life Brands Medicus – Alicia Case
Publicis Life Brands Medicus – Paul Kenjarski
Publicis Kaplan Thaler (1675 Broadway) – Bryan Rivera
Publicis Kaplan Thaler (Herald Sq.) – Bridget Kelly
Publicis Kaplan Thaler (Herald Sq.) – Robert Camilleri*
Razorfish – Reva McEachern
Saatchi & Saatchi X – Justin Mersinger
Starcom MediaVest Group – Simon Fenwick
VivaKi – Corey Birtles
ZenithOptimedia – Brian Vaught
ZenithOptimedia – Franky DeJesus
Zenith – Ruben Ramirez

ÉGALITÉ SAN FRANCISCO

Digitas – Amy Porter
Digitas – Greg Mierow
Optimedia – Kerala Hise
Razorfish – Amy Rangel
Razorfish – Michael Bednar
Re:Sources IT – Jim Cotant*
Saatchi S – Michael Mezzaferro
SchwartzMSL – Arielle Orona
SchwartzMSL – Dara Sklar
SchwartzMSL – Sarah Burchill
Michael Bednar – Razorfish
Michael Mazzaferro – Saatchi S

ÉGALITÉ SEATTLE

MSL – Greg Eppich*
Optimedia – Andrew George
Razorfish – Arianne Nicolov
Razorfish – Ashley Sofie
Razorfish – Devin Owens

DESIGNER

Publicis Kaplan Thaler – Jinhee Kwon

* = Email these people to be added to a local email distribution list.