

# MXM and European Content Giant, C3 Unite To Form the First Content-Centric Global Agency Network

NEW YORK, Nov. 16, 2016 /PRNewswire/ -- Two of the largest content-focused marketing agencies in the world, U.S.-based **Meredith Xcelerated Marketing** (MXM) and Europe-based C3 Creative Code and Content (C3), have united to form The Global Content Marketing Network, the first international strategic partnership of its kind. Responding to the increasing demands of brands that seek a single strategic partner to develop and deliver content marketing solutions at global scale and reach, The Global Content Marketing Network offers the world's leading B2C and B2B marketers best-in-class content capabilities across Strategy, Creative and Technology.

Managed by a joint global board and delivering shared organizational processes and the best practices of both award-winning agencies, clients are ensured central campaign management, delivered locally.

MXM President Georgine Anton will oversee Global Client Management for The Global Content Marketing Network. The partnership's global perspective and insights addresses three major areas of strategic importance brands face today, including the development of performance-driven creativity, management of content complexity and seamless, real-time, global execution. More specifically:

- **Performance-Driven Creativity:** The Global Content Marketing Network provides a world-class attribution strategy and real-time marketing analytics that help organizations deliver content at scale.
- **Managing Content Complexity:** The new alignment delivers personalized content production across all channels through coordinated implementation across regions to minimize client burden.
- **Real International Execution:** For seamless management, The Global Content Marketing Network clients will have one global contact to oversee central strategy and budget as well as ensure delivery with an appreciation of local culture and language.

As part of the move, MXM and C3 will create a new marketing and innovation lab that will research consumer technology, ad technology and customer insights. The lab will be headquartered in New York and made available to all clients.

"We have in C3 a truly global partner who we can work alongside to develop performance-driven content and manage campaigns efficiently," said Anton. "Together, we will provide clients with a singular global strategy, easy program implementation and state-of-the-art solutions."

The Global Content Marketing Network comprises 1,200 team members across 18 offices in nine countries, with unparalleled B2B and B2C expertise and client experience across automotive, CPG/FMCG, financial services, retail, entertainment and tech, in addition to other key client categories. In total, the agencies create campaigns in 27 languages for more than 200 clients, helping manage their engagement with more than one billion customers, as well as managing entertainment communities that total more than 400 million fans.

MXM's client roster includes Kraft Heinz, Lowe's, MetLife and NBC Universal. C3 clients include Allianz, Deutsche Telekom, Sainsbury's and Siemens. The Berlin-based agency also has offices in Munich, London, Hamburg, Stuttgart, Frankfurt, Zurich, Prague, Ljubljana and Lisbon.

"With the increasing demand for content from clients, embarking on this alliance with MXM provides them with the ability to deliver global content which drives results," said Founder and Managing Director of C3, Lukas Kircher, who will oversee Creative and Innovation for The Global Content Network. "Between us, our agency compositions, client base and leadership styles are compatible, which means we can move forward together on behalf of our clients seamlessly."

In addition to Anton and Kircher, The Global Content Network's global management board is composed of MXM's Executive Director of Strategy Dan Rubin, who will oversee Strategy, and C3's Managing Director Gregor Vogelsang, who will drive the strategic expansion of the network and execute International Partnerships.

**About C3:**

C3 Creative Code and Content is Europe's leading digital-centric content marketing network. With offices in Berlin, Munich, London, Hamburg, Stuttgart, Frankfurt, Zurich, Prague, Ljubljana and Lisbon C3 works for leading European and global brands including Sainsbury's, Skoda, Allianz, Swarovski, Deutsche Telekom, BMW, Siemens, Unilever, Porsche and Fujitsu. For such clients and over 100 more brands across Europe C3 ensures real-time communication and helping them to thrive in a world populated by connected people. The uniquely integrated agency model brings together experts from every marketing discipline by combining content marketing, campaigning and media with data, performance and digital technology capabilities. Of the 600 employees well over 100 are journalists, creating relevant content that nurtures conversation. C3 is an award winning agency and was just named Content Marketing Agency of the Year 2016 by the Content Marketing Institute. Visit [c3.co](http://c3.co) and [seven.co.uk](http://seven.co.uk) for more information.

**About Meredith Xcelerated Marketing:**

Meredith Xcelerated Marketing (MXM) is an award-winning, strategic and creative agency with unmatched digital expertise across all channels. They provide fully integrated marketing solutions for some of the world's top brands, including Kraft, TGIFriday's and NBC Universal. Through its rich 46-year history, MXM has established itself as the dominant force in custom content and customer relationship marketing platforms. Strategic acquisitions in mobile, digital, social media and database analytics have significantly broadened the agency's capabilities. A pioneer in this hyper-connected world, MXM pairs insightful strategy and trailblazing-creative with world-class engineering and expert analytics to connect with consumers at every stage of their journey. MXM employs more than 600 people globally and is a part of Meredith Corporation, one of the leading media companies in the United States. Visit <http://meredithxceleratedmarketing.com> for more information.

Logo - <http://photos.prnewswire.com/prnh/20161115/439892>

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