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Fame Has Much to Celebrate After Just One Year of Independence

*Agency divested holding company in 2015
and is thriving in new relational retail model*

MINNEAPOLIS (April 26, 2016) — With the rapidly changing landscape of retail, it is critical for agencies to evolve and adapt—which is why on May 1, 2015, retail experience agency Fame began operating independently from the TBWA Network/Omnicom Group portfolio, and one year later has proven remarkable success—a rare outcome in today’s competitive marketplace.

This past year, Fame has added 11 new clients to its roster across a variety of categories including retail, restaurant, financial and health care, and has expanded its portfolio in both global and national initiatives. Engaging in diverse geographical and retail sectors, the agency is working to reinvent the categories in which its clients currently play, by creating the more all-encompassing experiences that retail now represents like mobile, social spend and in-store touch points.

“Becoming independent has allowed us the ability to think smarter and move faster, unfettered by the larger infrastructure and layers,” stated Lynne Robertson, CEO and sole owner of Fame. “Conventional structure and mindset don’t move at the pace of retail, so we adapted to become what the industry needed. We bring a lot of passion, collaboration and hard work to what we do, and it’s so rewarding to see such immediate results.”

Fame has continued to create the kind of work that turns heads and gets noticed, most notably a Hewlett Packard Enterprise global office rebrand and pop-up store at the World Economic Forum in Davos, Switzerland, as well as environmental design for Sally Beauty Supply, Wings Financial, Überrito and My Burger’s newest Richfield location. Perpetually driven to find new ways to add value and forecast ahead, Fame researches trends with 5-year horizons and elevates this thinking into actionable opportunities for its clients. Recent environmental and collateral design has been recognized by the HOW International Design Awards, Davey Awards and The Show.

The agency recently took over an entire floor of the historic Rand Tower in downtown Minneapolis, designing an open, collaborative studio space while keeping some of the Prohibition-era architectural elements intact. Coincidentally, within the same building, Fame is also currently designing an interactive retail environment for client Wings Financial, slated for a mid-July Grand Opening.

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**thanks for being curious. and not a cat. because we’re pretty sure we
both know what happens when you put those two together..*

For more information or to discuss relational retail brand marketing with Fame, please call 612.746.3263 or visit www.fameretail.com.

About Fame

Fame (www.fameretail.com) is an experiential marketing agency, adept and accomplished in everywhere-all-the-time retail. We're savvy fan-finders, diligent relationship-builders. And we create retail brand experiences consumers love to love.

Fame has spent 25 years converting on-the-fencers into brand believers across wide-ranging retail categories, from entertainment and electronics, to grocery, spirits and restaurants, to health care, mass merchandise and beauty. The agency specializes in the traditional roots of design, environments, promotion and interactive, while creating the all-encompassing engagement that retail now represents, like mobile, social spend and in-store experiences. By anticipating trends and embracing new technologies, Fame delights brands with fully committed devotees, who respond with a loud-and-clear, 'I'm in. They get me.'

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