

# Agency's Comprehensive Offerings Finds SarkissianMason Tapped as Global AOR for Leading Business Consultants AlixPartners

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In recognition of Sarkissian Mason's dominant digital track record and full-service multichannel capabilities, AlixPartners, a leading global business consultancy, awarded it agency-of-record status for its company-wide brand assignment. Sarkissian's work will include a new brand strategy, business development tools, web design, print and other non-traditional marketing components.

AlixPartners is a leading global business advisory firm offering services across four main disciplines –performance improvement, restructuring, litigation consulting and financial advisory services. The firm's expertise is in helping companies solve their toughest business challenges, fast.

"With a company that operates so successfully in as many major global arenas as AlixPartners, there are great opportunities to distinguish its brand," says agency president Patrick Sarkissian. "We are pleased to have been chosen by AlixPartners to help rearticulate its long-term goals in a way that represents fairly the breadth and depth of their expertise.

Collectively, AlixPartners represents experience and knowledge across a wide range of industries including high-tech, telecommunications, automotive, steel, transportation, retail and consumer products, distribution, heavy manufacturing, health care, oil and gas, precious metals and many others. Although recognized as a global leader in corporate restructuring, the firm offers expertise in a other areas that companies facing tough business and market challenges worldwide could benefit from.

"We need more effective dissemination of our messages across multiple communications channels," Peter Cosco, Chief Marketing Officer. "What led us to partner with Sarkissian Mason was their proven grasp of digital and traditional marketing across multiple channels, thus Sarkissian Mason feels like a perfect fit for us."

*Sarkissian Mason is an independent marketing services agency specializing in the creation and development of breakthrough digital brand solutions for its clients. Founded in 1998, Sarkissian Mason has been a pioneer in helping its clients adapt new technology solutions to better connect with consumers. Its clients include leading Fortune 500 companies including Mazda, Boeing, Chrysler Financial, Nike and others. Sarkissian Mason is headquartered in New York with offices in Detroit, Phoenix and Arizona.*