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**SENNHEISER SELECTS MULLENLOWE GROUP**

**AS AGENCY FOR THEIR CONSUMER BUSINESS**

*Audio Specialist Partners with Brand Agency in the fields of Global Marketing Strategy, Creative, Media Planning & Buying and Retail Marketing Initiatives*

**Wedemark, Germany – January, 2019 – Audio specialist Sennheiser has selected MullenLowe Group as its global marketing communications agency-of-record for it Consumer Business. Together they will partner to energize Sennheiser’s brand momentum in core European markets, and to elevate brand visibility and consumer demand in North American markets. Sennheiser and MullenLowe Group will collaborate on global marketing strategy and creative development. Media planning and buying will be handled by MullenLowe Mediahub while retail and CRM activation will be taken on by MullenLowe Open.**

“With its challenger mindset and its approach to help brands earn share of attention in the marketplace, MullenLowe Group is the ideal partner for Sennheiser as we set out to energize and elevate our profile with consumers around the world,” said Virginie de Beco, Director Consumer Marketing. “Sennheiser is a company with a rich heritage, strong innovative power and enviable reputation in the audio world. Our products are respected and admired by people who love sound. Now we would like to take this passion for our brand further – especially in the North American markets. MullenLowe Group demonstrated creative thinking, media innovation, and customer experience activation ideas that we believe will spark even more interest for Sennheiser as the brand of choice for discerning listeners worldwide.”

Virginie de Beco joined Sennheiser as Director for Consumer Marketing in November. Following senior marketing roles at Motorola, Lenovo and Del Monte, she brings to the audio specialist a wealth of experience both in marketing strategy and in execution in mature and emerging markets as well as in brand building and activation. Together with MullenLowe and the global marketing team at Sennheiser, her key objectives include refining Sennheiser’s approach to consumer marketing and bringing greater synergy to the company’s broad array of communications initiatives. In seeking a new single-source global solution, Sennheiser thus aimed to find an agency capable of aligning to these goals with the ability to field integrated teams.

The MullenLowe team has identified a global strategic positioning and creative expression for Sennheiser. Tasked with realizing this vision is a diverse, international team with hubs in London and Boston and extended talent based in Germany and Australia. MullenLowe Mediahub is working on innovative, customized media strategies tailored to variances in Sennheiser’s brand awareness levels throughout Europe and North America. Concurrently, MullenLowe Open is developing plans to elevate Sennheiser’s retail presence, both within its own channels and with key retail partners worldwide.

“With the rise of voice-powered technology and new audio formats like podcasts and streaming music as popular mediums, sound is becoming ever more relevant. That’s why it’s incredibly exciting to be partnering with a premium brand like Sennheiser that creates great sound experiences for its customers,” said Kelly Fredrickson, President at MullenLowe. “We’re honored that Sennheiser recognized the power of our ‘hyperbundled’ creative, media and activation offering. We’re looking forward to working closely with their team to amplify their tremendous audio story on a global stage.”

MullenLowe Group will commence working with Sennheiser from January 2019 and is currently developing global consumer campaigns set to debut early in 2019.

**About Sennheiser**Shaping the future of audio and creating unique sound experiences for customers – this aim unites Sennheiser employees and partners worldwide. Founded in 1945, Sennheiser is one of the world’s leading manufacturers of headphones, microphones and wireless transmission systems. With 21 sales subsidiaries and long-established trading partners, the company is active in more than 50 countries and operates its own production facilities in Germany, Ireland, Romania and the USA. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2017, the Sennheiser Group generated turnover totaling €667.7 million.  
[www.sennheiser.com](http://www.sennheiser.com/).

**About MullenLowe Group**

MullenLowe Group is a creatively driven integrated marketing communications network with a strong entrepreneurial heritage and challenger mentality. We are a global creative boutique of distinctive diverse agencies, rich in local culture with both intimacy and scale, present in more than 65 markets with over 90 agencies. With a hyperbundled operating model, global specialisms include expertise in brand strategy, and through the line advertising with MullenLowe; digital transformation with MullenLowe Profero; media and communications planning and buying with MullenLowe Mediahub; customer experience activation with MullenLowe Open; and consumer and corporate PR with MullenLowe PR and MullenLowe salt. We are focused on delivering an Unfair Share of Attention for our clients’ brands and are consistently ranked among the most awarded creative and effective agency networks in the world. We have topped the Effie Index as the most effective global network in terms of points per dollar revenue for the past eight consecutive years, and in 2018 were named to the Ad Age Agency A-List. MullenLowe Group is part of the Interpublic Group of Companies (NYSE: IPG).

For more information, visit us at [www.mullenlowegroup.com](http://www.loweandpartners.com/) or follow MullenLowe Group on Twitter @MullenLoweGroup and on Facebook.com/MullenLoweGroup.