



## Possible Worldwide chosen CarnationGroup as its Central European partner

Deal Provides Firm with Industry-Leading Presence in Central European Market; New Offices in Budapest, Vienna and Bucharest

**NEW YORK and BUDAPEST, HUNGARY (April 4, 2012)** — Possible Worldwide, a WPP Digital company, announced today the acquisition of CarnationGroup, one of Central Europe's most award-winning digital creative agencies. The deal boosts Possible Worldwide's global footprint, adding new offices in Budapest, Vienna and Bucharest along with approximately 100 agency professionals. CarnationGroup CEO and chief creative officer Krisztian Toth will continue as the CEO/CCO of the firm, which will operate as a standalone brand under the Possible Worldwide banner.

Headquartered in Budapest, Hungary, CarnationGroup creates technology-driven, interactive experiences and digital campaigns for multinational brands including Air France/KLM, Coca-Cola, Intel, Procter & Gamble, Telenor, Tesco and regional companies such as Chello Media, Delaco and MOL. Since launching in 1997, the firm has received over 100 national and international awards for its work with recent highlights including the Webit CEE Creative Agency of the Year, Deloitte CE Technology Fast 50, numerous Effies, several Webbies, an FWA and a recent shortlist nomination for the Guardian Awards for Digital Innovation.

"CarnationGroup has a phenomenal track record of not only exciting and jaw-dropping work, but measurable business results. We've seen how well their work resonates with the young and fast-growing Central and Eastern European marketplaces," said Shane Atchison, CEO of Possible Worldwide. "The acquisition gives us one of the largest presences in Central Europe of any global, digital agency along with some of the region's most respected and dynamic advertising minds. It's a great addition for Possible and for our clients."

With the addition of CarnationGroup, Possible Worldwide grows to 26 offices across 13 countries in North America, Europe the Middle East and Africa and Asia. Total headcount following the deal will be approximately 1,300 professionals.

### About Possible Worldwide

Possible Worldwide is a global agency that creates meaningful and measurable interactive marketing. The firm serves a broad range of Fortune 1000 clients, including AT&T, Barclay's, Comcast, Dell, P&G, Nokia, Microsoft, Mazda and Starwood.

Headquartered in New York, Possible operates 26 offices worldwide, with major operations in London, Shanghai, Delhi, Singapore, São Paulo, Dubai, Los Angeles, Cincinnati and Nairobi. For more information, please visit [possibleworldwide.com](http://possibleworldwide.com). Possible Worldwide is part of WPP Digital, which is the digital investment arm of WPP.

For more information, please visit [possibleworldwide.com](http://possibleworldwide.com)

### About CarnationGroup

CarnationGroup, founded in 1997 delivers digital creative solutions for curious clients over 15 years. The digital creative firm's creative, developer and media divisions ideate, design, code, research, plan measure and optimize. For more information, please visit [carnationgroup.com](http://carnationgroup.com)

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