



## **HORNALL ANDERSON COMPANY PROFILE**

Hornall Anderson specializes in the design and execution of customer experiences that bring meaning to brands and consumers. We use design to create branded experiences from print, to digital and packaged goods, environments, virtual worlds, and beyond. You can see the impact of our work in iconic places like Madison Square Garden, Chicago’s Willis Tower and the Empire State Building, and with Fortune 500 brands like Starbucks, Pepsi-Co. and Microsoft.

Hornall Anderson looks for the core truth of a brand and then builds experiences around it. We are media agnostic, so our work can come alive through brand identity, print graphics, digital or interactive, exhibits or installations. Whatever the means, we absorb a brand’s essence—all that makes it special—and deliver it directly to consumers.

Our unrelenting curiosity to uncover consumer insights and our passion for design drives all that we do. We strive for the best answer, not an answer. We push boundaries. We are fanatical about technology because we believe it’s the means to an end and it allows us to craft newer, more enhanced ways to engage with a brand.

With over 29 years of experience and combined intellectual capital, we have the know-how to extract our key insights, and apply them in fresh and thoughtful ways. So whether we are “Defining Moments” for Madison Square Garden or helping the world to “Never be without great coffee” for Starbucks’ VIA, Hornall Anderson is always re-imagining what’s possible. And, in the end, creating powerful experiences that deliver value and proven results for our clients.

**FOUNDED:** 1982 by award-winning designers John Hornall (retired) and Jack Anderson

**OFFICES:** US: Seattle; UK: London

**MANAGEMENT:** Jack Anderson, Founder and CEO  
John Anicker, Co-President  
Lisa Cerveny, Co-President  
Alastair Whiteley, Creative Director, Hornall Anderson UK  
Nick Green, Managing Director, Hornall Anderson UK

**OWNERSHIP:** Omnicom Group Inc. (NYSE: OMC)

**WEBSITE:** [www.hornallanderson.com](http://www.hornallanderson.com)