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TPN Chicago Promotes Brynna Ogletree to Vice President, Executive Creative Director

DALLAS, June 27 2016 – Dynamic-retail agency TPN announced today the promotion of Brynna Ogletree to vice president, executive creative director in its Chicago office. She was previously group creative director.

Ogletree’s promotion comes on the heels of TPN’s recent new business successes. She was integral in developing the creative approach and strategy that contributed to four new client brands on TPN’s roster.

Ogletree is celebrating 10 years at the agency in April and 20 years in marketing and advertising. In her new position, she will continue to lead and elevate creative for TPN clients PepsiCo, Barilla, Bridgestone and Vi.

When developing campaigns and messaging, Ogletree focuses on producing the most powerful combination of words and images that change minds, touch hearts and drive action. She draws upon her myriad of past professions that include newspaper reporter, artist, advertising copywriter, arts & entertainment critic, political speechwriter, promo conceptor and creative director. Her diverse background gives her a unique and comprehensive perspective when approaching creative challenges and opportunities.

Asked what she most looks forward to in her new role, she summed it up: “The world has changed. The media model is fractured. Retail has and will continue to expand. It’s no longer just about communicating product features and benefits at the shelf; it’s about using technology and innovation at the right time and place to create personal connections and dialogues between a brand and target. At TPN, we’re offering a better model in how to connect with consumers, shoppers, buyers and influencers, and I’m thrilled to be a part of it.”

About TPN (www.tpnretail.com)

TPN is a dynamic-retail marketing agency born in tradition, fueled by innovation, and living at the intersection of commerce and imagination. TPN’s Modal Dialogue™ ensures success in dynamic retail, first by identifying a target’s retail mode of behavior and then by creating content in sync with those modes. Driven by a commitment to making the buy happen for global brands, TPN is celebrating more than three decades of reimagining retail. TPN is a part of the DAS Group of Companies.

About the DAS Group of Companies

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.