

Press Release

Method Expands Global Presence with
New London Office and Appointment of
General Manager of InternationalSan Francisco
New York
London

Method expands global presence with new London office and appointment of General Manager of International

Method, a leading brand experience agency, today announced the appointment of Claus Nehmzow as General Manager, International. In addition, the firm is also announcing the opening of a new office in London to expand their presence in the growing European market. Nehmzow will oversee the London office and will help expand the company's international footprint. He will also be leading Method's Virtual World/Immersive Experiences efforts, where he will work with clients to properly integrate virtual worlds into their interactive branding and communications strategies.

"Today is a milestone event for Method," said Robbie Vann-Adibé, co-CEO of Method. "The addition of Claus Nehmzow and the opening of our London office reflect the substantial global demand we are seeing for compelling and successful brand experiences in the European market. Method already has multiple client engagements with accounts in London and Hamburg, and we are growing our European staff with world class talent across all our disciplines. We look forward to expanding our international presence and continuing to help businesses achieve their goals through innovative, user-centered design, creative business strategy, and integration of new technologies."

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Claus Nehmzow
General Manager of International



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Claus Nehmzow brings over 25 years of international business strategy and branding experience to Method. Prior to joining Method, Nehmzow was a partner at PA Consulting and led their work on participatory media and virtual worlds. He has held positions as COO/International Business Development Director at Shazam, Managing Director of Viant Germany, Partner/Vice President at Booz-Allen & Hamilton, and Senior Manager at Accenture/Andersen Consulting in Zurich, New York and London.

Nehmzow’s virtual worlds experience is an attractive complement to Method’s capabilities. Up until now, virtual worlds and games have been pegged as a niche consumer phenomenon, but these technologies have enormous potential for the enterprise. By using a customer-centric approach, businesses can build immersive experiences that are properly integrated into every aspect of the organization, resulting in increased brand awareness accelerated revenue growth and operational cost savings.

“The integration of virtual worlds with a company’s branding strategy is a growing trend in today’s multi-touch point world,” said Claus Nehmzow. “We are at the infancy of this market and believe that the proliferation of new media and digital platforms will continue to offer new opportunities for the integration of design and technology, particularly in business-to-business interactions.”

About Method

Method is a brand experience agency that helps business leaders harness the competitive power of design. With deep expertise in research, strategy, design and technology, Method offers a rigorous, intelligent approach to solving increasingly complex brand problems in the physical and digital realms. Method’s has enabled over 150 businesses to outperform competitors through unified branding and communications, compelling user experiences, and successful product and service

development wherever customers can be found: on the web, mobile, print, advanced television and within immersive environments. The firm has a blue-chip client roster that features brands such as Sony, Gucci, Microsoft, Visa, Comcast, Nike, Adobe, and Yahoo!, among others. Method has offices in San Francisco, New York and London. Additional information can be found at www.method.com.