



Catapult Repeats as Top Shopper Marketing Agency in Hub Annual Survey of Excellence

April 15, 2014

Agency Duplicates 2013 Win; Survey of Brand Marketers, Retailers

"We're honored to again be recognized as the number one shopper marketing agency, which is a strong and resounding testament to the client partnerships we have and the deep reservoir of talent and commitment that resides across our organization," notes Paul Kramer, Catapult CEO. "We are fortunate to have been on the leading edge of shopper marketing from its early days through the migration to digital shopper marketing and have literally grown up together. And our expertise in digital, data and analytics is helping transform this discipline in powerful, exciting ways."

Since the survey's inception in 2007, Catapult has consistently ranked among the *Hub's* top 10 list of shopper marketing agencies.

"Capitalizing on our Epsilon affiliation, we are especially well positioned to take advantage of the continued evolution in shopper marketing, from digital shopper marketing to a more data-driven engagement approach, which is already starting to occur," says Joe Robinson, president of Catapult. "Shopper marketing is at our core and we expect to be competing vigorously for the *Hub* Top 20 prize for years to come."

Award consideration is based on survey results from marketers and retailers across 13 criteria deemed critical to excellence in shopper marketing. This year, for the first time, verbatim comments from survey respondents for their top choices as well as shopper marketing campaign entries for the *Hub* Prize were also included in the evaluation process to provide a more holistic picture of shopper marketing excellence. More than 525 brand marketers and retailers participated in the survey to judge the best shopper marketing agencies.

The *Hub Magazine* compiles the *Hub* Top 20 in collaboration with the University of Tennessee and a distinguished panel of marketing experts at leading universities around the country. Responses for the 13 criteria for shopper marketing excellence count for 50 percent of the final results, while respondent comments and *Hub* Prize award performance count 25 percent each.

About Catapult

Ranked the #1 Shopper Agency by *Hub Magazine*, Catapult is the integrated behavior-based marketing services agency that delivers accelerated business growth through the Art of Conversion™. This unique data-driven approach identifies the core, actionable insights that inspire brilliant creative with the power to convert consumers into shoppers, shoppers into buyers, and buyers into loyal advocates. Headquartered in Westport, CT, Catapult leverages the expertise of more than 300 employees across 11 offices in major retailer geographies including Minneapolis, Bentonville, Chicago, Dallas, Cincinnati, Nashville, Los Angeles, Phoenix, Seattle and Tampa. Catapult is an Epsilon brand. For more information: <http://www.catapultmarketing.com>, Follow us on Twitter @CatapultMktg or call 1.203.682.4000.

About Epsilon

Epsilon is the global leader in creating customer connections that build brand and business equity. A new breed of agency for a consumer-empowered world, our unique approach harnesses the power of rich data, world-leading technologies, engaging creativity and transformative ideas to ignite connections between brands and customers, delivering dramatic results. Recognized by *Ad Age* as the #1 U.S. Agency from All Disciplines, #1 World CRM/Direct Marketing Network and #2 U.S. Digital Agency Network, we employ over 5000 associates in 60 offices worldwide. Epsilon is an [Alliance Data](#) company. For more information, visit www.epsilon.com, follow us on Twitter @EpsilonMktg or call 1.800.309.0505.

For more information, contact:

Barbara Lisi
203.259.4554/blisi@voxone.com

SOURCE Catapult