



December 8, 2014

SapientNitro Named an Innovation Agency Leader by Independent Research Firm

Report states SapientNitro stands out for its Ability to Combine Digital and Physical Experiences to Enable Commerce

BOSTON--(BUSINESS WIRE)-- [SapientNitro](#), part of Sapient® (NASDAQ:SAPE), today announced that it has been named a leader in Forrester Research, Inc.'s December 2014 report: "The Forrester Wave™: Innovation Agencies, Q4 2014." Forrester selected for participation in this Wave the 10 most significant agencies. "Innovation agencies are critical to helping CMO's accelerate their firms' transformation into digital businesses."

As noted by the report's author, Sarah Sikowitz, "SapientNitro leads for its ability to connect digital and physical touchpoints as well as its business consulting services."

Forrester's report looked at 27 criteria across three principal areas of assessment: Current Offering, Strategy and Market Presence. SapientNitro received the top score in the Current Offering evaluation which encompassed 18 of the 27 criteria and was designed to gauge each agency's capabilities and approach to customer experience strategy, digital product and service development, and enabling marketer innovation support, among others. Among the areas in which the company's scores were among the highest included "customer experience strategy," "enabling marketer innovation," and "technology investment."

"We are honored to be recognized by Forrester Research as a Leader among innovation agencies," said Bill Kanarick, Chief Marketing Officer, SapientNitro. "I believe that this recognition reinforces the importance of innovation as clients confront the need to transform their businesses due to the profound change introduced by an increasingly connected consumer. This change requires a new breed of agency, like SapientNitro, with the unique ability to transform in the areas of marketing, commerce and overall business strategy."

About SapientNitro

SapientNitroSM, part of Sapient® (NASDAQ:SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapientnitro.com.

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SapientNitro
Rachel Frey, +1 212-710-4889
rachel.frey@sapient.com

Source: SapientNitro

News Provided by Acquire Media