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SapientNitro Moves Further into Interactive Film with Addition of Groundbreaking Creative Shop Campfire

Union Deepens Social Media and Creative Branded Content Capabilities in Pursuit of Redefining Storytelling for an Always-on World

BOSTON--(BUSINESS WIRE)-- [SapientNitro](#), part of [Sapient](#) (NASDAQ: SAPE), today announced that Campfire, an award-winning marketing agency, will be joining SapientNitro. Renowned for groundbreaking marketing, branded entertainment and cross-media storytelling that is helping to define the future of interactive film, the addition of Campfire to the SapientNitro ecosystem will further strengthen its ability to redefine storytelling for today's always-on consumer with interactive experiences that ignite communities, shape conversations and deliver results for clients.

Founded in 2007 by the producers of the boundary-breaking film, *The Blair Witch Project*, Campfire is widely recognized by the industry for innovative interactive storytelling that shapes perceptions and enhances brand preference through social storytelling, branded content and physical experiences. In 2011, Campfire was named MediaPost's *OMMA Magazine* 'Small Agency of the Year', and in 2013, they were awarded Advertising Age's 'Small Agency Campaign of the Year' for their rule-breaking digital and outdoor campaign to launch the Cinemax show, *Hunted*.

"We're thrilled to be joining SapientNitro, an agency that we see really breaking boundaries as storytelling advances through the application of technology," said Jeremiah Rosen, President of Campfire. "In an environment where film is evolving from a passive medium to an active and increasingly interactive one, their passion for blurring the lines of media and driving the future of how consumers connect is in deep alignment with everything we have created at Campfire."

The move will unite two innovators known for harnessing the combined power of creativity and technology to create multi-dimensional experiences for leading brands. Campfire will strengthen SapientNitro's branded content, entertainment, social engagement and interactive film powers. Campfire joins SapientNitro's connected capabilities across brand, digital, commerce, and technology and expands its storyscaping approach -- which embraces the entire experience space to allow brands to create not just ads but worlds, as it builds not just compelling story lines, but technology-enabled, always-on story systems.

"The world around us continues to change, but fundamentally what connects people to each other is the power of a good story," said Gaston Legorburu, worldwide Chief Creative Officer of SapientNitro. "What Campfire brings to our team is a mix of seasoned filmmakers and storytellers who leverage the latest technology to craft experiences that come straight out of the future."

Campfire's recent campaign for Nissan's Infiniti brand - "DEJA VIEW" - is viewed as a window into the future of television and film and is an example of their ability to create, craft and connect stories with consumers across technology and film platforms. A first in the auto industry, it combines cinematic narrative with new technologies - including the latest natural language processing systems - to create an immersive entertainment experience that is unique to practically each and every viewer.

"Marketers today are challenged by the unprecedented velocity of change in consumer worlds, as the expectations of highly-connected audiences who move seamlessly between physical and digital experiences evolve," said Alan Wexler, president of SapientNitro. "In an environment where consumers expect to participate with brands in a way that evolves their own story through experience and content, the role of video is more important than ever. Campfire's success at increasing consumer engagement by transforming the way audiences experience and participate in stories is a natural evolution in our ongoing quest to redefine the way brands and consumers connect."

Following a year where SapientNitro won over 200 creative awards in 2013, including being named Creative Agency of the Year by MediaPost's *OMMA Magazine*, Campfire is the second creative addition to the agency this year. In January, SapientNitro announced its acquisition of leading creative agency, La Comunidad, renowned for its award-winning work in the multicultural space.

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. SapienNitro'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.sapiennitro.com.

About Campfire

Campfire produces unique content experiences that shape perceptions and enhance brand preference through social storytelling, digital media and physical experiences. Campfire has produced award-winning campaigns such as HBO's 'Game of Thrones', Cinemax's 'Hunted' and Discovery Channel's 'Shark Week'. Campfire is the creative Agency of Record for El Rey Network, the first network aimed at English-speaking Hispanic audiences. Other successful launch programs from Campfire include HBO's 'True Blood' and 'My Home 2.0', a home technology makeover show for VERIZON FiOS. For more information, visit www.campfirenyc.com.

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