

O'Dwyer's

Inside News of PR & Marketing Communications

Accounts in Transit: Publicis Groupe's Team One Brands Make-A-Wish

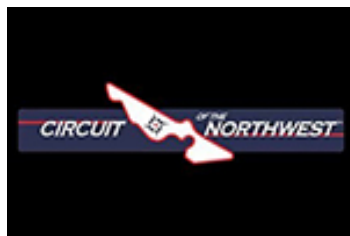
Jan. 15, 2020

By Steve Barnes



Publicis Groupe agency **Team One** has been selected as brand agency of record for **Make-A-Wish**, the organization that creates life-changing wishes for children with critical illnesses. Team One will support strategy and creative for Make-A-Wish on a pro-bono basis. The account will be serviced out of Team One's Los Angeles office, led by executive creative director Kirsten Rutherford. Rutherford has worked with the organization since 2017, spearheading marketing efforts that have led to more than \$85 million in earned media value for Make-A-Wish. Team One's appointment coincides with preparations for the 40th anniversary of Make-A-Wish, which will be commemorated with a campaign leading up to and continuing after World Wish Day on April 29—the annual day of recognition for the wish that inspired the creation of Make-A-Wish and its mission.

Boden has been named PR firm for **Dermablend Professional**, which is part of L'Oréal's Active Cosmetics Division. The agency will be responsible for media relations, executive positioning and thought leadership for the brand. Boden is also tasked with helping Dermablend Professional "communicate our powerful brand stories to consumers across both the general market and multicultural segments," said company general manager Malena Higuera. The company says its products are made for consumers of all skin types, tones and conditions. A female-led agency, Boden also works with such clients as Target, McDonald's and UnitedHealthcare.



KemperLesnik is partnering with **Circuit of the Northwest**, a motorsports racing facility set to open just outside the Seattle-Tacoma area in 2021, on public relations, social media, marketing and branding services. The agency will work alongside Circuit of the Northwest's ownership and ownership-representative The Joel Cohen Group LLP to generate awareness of the facility and secure technology and brand partnerships. Kemper Lesnik's sister company KemperSports will also be working on the account. The venue, which will start construction later this year, will be situated on 232 acres overlooking the Olympic Mountain Range in Port of Bremerton, WA.