



CAMPBELL EWALD

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WHO WE ARE

CE (Campbell Ewald) is a collaborative marketing communications company headquartered in Detroit, Michigan.

CE was founded in 1911 and was privately held until joining the Interpublic Group of Companies (IPG) in 1972. We are one of the top 25 advertising and digital communications agencies in the United States.

We create fans of brands and endorsers of products by igniting conversations and experiences that demonstrate how the brands enhance consumers' quality of life.

We engage consumers at every level of conversation. Get them talking about your brand over a beer or at a backyard barbecue.

Turn them into advocates that carry your message into every network you can imagine. Whatever the discipline — branding, digital, retail, direct marketing or experiential events — we thrive at making the complex simple.

We're hardwired to take a big idea and drill it down to the everyday, to make a brand accessible to people nationally or locally, across all platforms and all media.

NATIONWIDE OFFICE NETWORK

Detroit, MI
Los Angeles, CA
San Antonio, TX
Miami, FL
Washington, D.C.

WE DON'T PRODUCE ADS, WE DEVELOP CONTENT.

Analytics
B2B B2C
Creative Development
Custom Publishing
Environmental Solutions
Experiential Marketing
Government
Health
Integrated Content Development
Interactive
Multicultural Marketing
Media Services (National & Local)
Promotions
Relationship Marketing
Retail
Social Media
Solutions Planning
Trade Marketing
Women2Women
Youth Truths

PRINCIPALS

BILL LUDWIG
Chairman, CEO

MARK SIMON
Chief Creative Officer

JOE NAPORANO
COO / CFO

JIM PALMER
Chief Client Officer





CLIENT LIST



**CAMPBELL
EWALD**

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