



For Immediate Release

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Porsche Adds Solve To Roster Of Agencies *Agency's Creativity To Fuel Prospect Engagement*

MINNEAPOLIS, MN, August 26, 2014 – Porsche Cars North America (PCNA) has announced that Minneapolis-based Solve is joining the marketer's roster of agencies following a competitive review. Porsche's newest partner is being tasked with bringing a higher level of intimacy to communications targeted to prospects on their path to ownership. Agency responsibilities range from redefining the role of the brand's highly lauded catalogs to infusing greater innovation to overall consumer engagement. Porsche continues to work with Cramer-Krasselt as AOR and OMG Chicago for media.

"Our goal is to make Porsche the most aspirational brand in the United States," said Scott Baker, Manager of Marketing Communications at PCNA. "Solve offers Porsche a unique blend of enthusiast brand experience and creativity to help us achieve this."

"We're excited to be working with Porsche. It is truly one of the world's most iconic brands," said John Colasanti, CEO of Solve. Solve is also AOR in The Americas for Bentley Motors, a sibling brand to Porsche in the Volkswagen Worldwide family.

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About Solve

Solve, an independent Minneapolis-based branding and advertising agency was founded in late 2011 by four agency leaders and longtime colleagues. The agency was recognized by Ad Age as a "Small Agency Of The Year" in 2013, the youngest agency to receive the award among a field of firms with less than 150 employees. Global trend-spotting resource PSFK recognized Solve in their Top 15 List of North America's most effective independent agencies for 2014. The company's silo-less, client-first model gives marketers a refreshing alternative to traditional agency structures and priorities. Current clients include Bentley Motors, Abu Dhabi Commercial Bank, Cascadian Farm, Organic Valley, True Value Hardware, Medifast Weight Loss, Orbea Bicycles, Optum Pro Cycling, The Mercury and the Epilepsy Foundation of Minnesota. For more information visit www.solve-ideas.com.