

MBLM PARTNERS WITH ALLIANCEBERNSTEIN FOR BRAND TRANSFORMATION

Working together, corporate rebrand and a revamped go-to-market presence reflects the firm's focus on the future and commitment to delivering for its clients

NEW YORK — Jan. 20, 2015 — Independent marketing agency MBLM (pronounced “emblem”) today announced the launch of its new branding initiative on behalf of AllianceBernstein, a global investment management firm with \$474 billion in assets under management, to better reflect the firm’s evolution and expansion across asset classes and markets. AllianceBernstein will now be known as AB and AB Bernstein, a new portfolio approach that simplifies the firm’s divisions and creates greater alignment. To further signal this shift, a bold new identity has been designed.

After a yearlong branding initiative involving the firm’s executive leadership and global offices, MBLM worked with AB to transform its entire brand and go-to-market presence. A new global advertising campaign and updated web properties will accompany the broader changes.

“Our firm has evolved significantly over the past few years to better anticipate and meet our clients’ needs, and MBLM has been an invaluable partner in helping us create a bold and dynamic new brand that reflects where AB is today and how we strive to keep our clients ahead of tomorrow. From day one, the strategic focus, creativity, and insight MBLM brought to the table impressed everyone at AB, and we could not be more pleased with the result,” said Peter Kraus, chairman and CEO of AB.

AB selected MBLM as their branding and marketing agency to lead the strategic, design, and digital work. The relationship extended into planning and executing the brand’s roll out and adoption, which featured internal launch events, updated collateral, a new responsive web presence, and an advertising campaign across print, digital, and video. MBLM and AB worked closely together to ensure the firm’s thought leadership and focus on the future assumed a key role in building the brand.

“We are excited and proud to be involved in shaping the new AB brand. AB connects with their clients in real and profound ways because they understand the challenging and changing needs of today’s investor. The result is a powerful story that resonates with stakeholders in ways that matter. The brand is bold, smart, and innovative. That’s exactly the kind of work we like to create,” notes MBLM partner Rina Plapler.

About MBLM

MBLM (pronounced emblem) is an international, multidisciplinary agency that is focused on brand building and activation, software solutions, thought leadership and content. For more information, visit mblm.com.

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