



Jones Lundin Beals and R3 Merge to Form R3:JLB Move creates first global consultancy for Client-Agency relations.

Published: Monday, 13 Sep 2010 | 7:00 AM ET

Text Size

CHICAGO, Sept 13, 2010 /PRNewswire via COMTEX/ – Client-Agency relationship consultancy Jones Lundin Beals is merging after thirty-eight years, with Asia-based consultancy R3. The new company, R3:JLB, is the first-ever global consultancy specializing in helping marketers improve the value and performance of their agency relationships.

R3:JLB will employ more than thirty consultants in Chicago, New York, Miami, Beijing, Singapore, Shanghai and Delhi. The company also has affiliate offices providing services in Europe, Latin America and Africa. Three principals will lead R3:JLB: David Beals, Goh Shu Fen, and Greg Paull. Beals will serve as CEO of the company.

"This move is driven by the changing nature of agency searches, compensation agreements and relationships," said Beals. "We know that marketers and agencies now more than ever are looking for improved global efficiency and effectiveness.

What happens in China needs to be connected with Chicago." GLOBAL BEST PRACTICES R3:JLB will pool their talent and tools from around the world to drive deeper client engagements. This includes CAPE, R3:JLB's online Client Agency Performance Tool, as well as other processes and best practices in agency reviews, remuneration and relationships.

"Global marketers are seeking a more consistent global approach to identify, pay and reward the best agencies," said Paull. "R3:JLB will now have the reach and resources to more fully support the proven, in-depth approaches that R3 and JLB have brought to their clients for nearly forty years." R3:JLB TO CONTINUE GROWING ITS LEADING NORTH AMERICA PRACTICE R3:JLB will continue to service marketers operating only in North America as well as conduct research and analysis on behalf of the Association of National Advertisers and other key marketer associations. R3:JLB U.S. clients include Wal-Mart , the US Army, S.C. Johnson, Cisco Systems, Levi's, Visa and other major advertisers.

"We're fortunate to have built a strong history of leadership in agency relationship management here in North America," said Beals. "As R3:JLB, we'll be uniquely positioned to provide even greater perspective on enhancing the value and productivity of those agency relationships for our U.S. and Canadian clients." ABOUT R3:JLB R3:JLB is a global consulting firm that specializes in helping companies find, compensate and productively manage marketing communications agencies. Its core services include: Agency Search and Selection, Agency Compensation, Agency Performance Management. The newly formed company is the result of the merger of JLB and R3. R3:JLB has worked with eight of the top-20 global marketers. For more information, visit www.r3jlb.com or contact David Beals, david.beals@rthree.com, +1 312 396 4155 or Greg Paull, greg@rthree.com , +8610 5900 4730.

SOURCE R3:JLB www.prnewswire.com Copyright (C) 2010 PR Newswire. All rights reserved

-0- KEYWORD: Illinois INDUSTRY KEYWORD: PUB