

# WHAT IF A WORLDWIDE NETWORK WORKED AS ONE?

For Nurun, synergy isn't a buzz word. It's the way we interact with each other and our clients. It's the way we get things done.



## Our roots

Nurun began as a group of entrepreneurs with a passion for digital technologies and media. They hailed from Montreal, Paris and New York, Toronto, Milan, Quebec City and were later joined by like-minded teams from Barcelona, Madrid, Atlanta, Shanghai. Rather than a risk, in this diversity they saw an opportunity to create a unique model: a multicultural, multidisciplinary agency dedicated to interactive communications.

## The energy of synergy

This vision for Nurun hinges on a collaborative dynamic. We work as a single company distributed over three continents, sharing knowledge, skills and intelligence. Every day our global community generates and debates ideas; we confront and challenge our different points of view on how interactivity is changing our world. Through this process, which we call the energy of synergy, we develop rich insights and innovative solutions. This is the value that synergy helps us bring to our clients.

## Leadership

Nurun is led by president and CEO Jacques-Hervé Roubert. For a complete list of Nurun's global management team, [click here](#).



Nurun is a private company, wholly owned by Quebecor Media. Our company headquarters are located in Montreal, Canada. Nurun employs 850 professionals worldwide; we are present in 13 locations in six countries on three continents. For 2008 our global revenues totalled approximately \$100 million CAD.

Our culture is based on four fundamental values: courage, openness, transparency and accountability. Respect for these values enables us to deliver the highest level of expertise and service to clients all over the globe.



## THE NURUN DIFFERENCE

**Independence.** Nurun is an independent interactive agency. We are not a part of any major marketing holding company and are not aligned with any general agencies. This independence, combined with our cross-channel focus, makes us both effective and highly collaborative with other agencies working for our clients.

**Experience and Expertise.** With our long experience and our command of online technologies and communications, we help brands and organizations make the most strategic use of the levers available to them today: engagement, interaction, empowerment. Nurun creates customized, calibrated programs that include the right interactions in the right proportion, to optimize our clients' investments and enable them to achieve their business objectives.

**Our capabilities cover strategy and planning, interactive brand development, content development, website design and development, eCommerce solutions, interactive advertising, search engine marketing (paid and organic), eCRM, mobile applications and social media.**

**Global Presence and Perspective.** We work in more than a dozen offices, located in the United States, Canada, France, Spain, Italy and China. Through this worldwide presence, we effectively manage global multilingual websites and campaigns as well as local digital initiatives.

**Our habit of sharing and exchanging information among our international offices enables us to bring the perspective of best practices and trends from different regions of the world to all of our clients.**



## Capabilities

An essential set of capabilities is required to develop interactive programs and platforms: strategy, UX, development, analytics and beyond. As the digital ecosystem evolves, so do our skills. And above all, what sets us apart is the way we put critical capabilities to work: in synergy, and in sync with our clients' objectives.

- Intelligence
- Strategic planning
- Brand planning
- Research
- Media
- Analytics
- Change management

- Creativity
- Concept development
- Branding
- Interaction design
- Content development
- Usability

- Technology
- Advanced SOA
- eCommerce
- ECM
- Business application
- Intranet/Portal
- Enterprise collaboration
- Security & infrastructure

[More about our capabilities.](#)

## Selected Clients

Bombardier Recreational Products  
Perfetti Van Melle  
LVMH  
P&G  
L'Oréal Group  
Danone Group  
Ferrero  
Puig  
Michelin  
Kellogg's  
Pernod Ricard  
Government of Quebec  
Government of Canada  
SPX  
W.L. Gore & Associates  
Microsoft / MSN  
Telecom Italia  
AT&T  
Accor  
The Home Depot Canada  
Électricité de France (EDF)  
Sun Products  
Pirelli

[View a complete list of our clients](#)

## Partners

We believe that there is value in the company we keep. Nurun has forged alliances around the world with leading technology, media and research organizations. Their tools and solutions enrich our own capabilities, and add value to the strategies we develop for our clients.

[See our partners.](#)

## SYNERGY IS INTERACTIVITY

When you think about it, it's clear that synergy is the definition of successful interactivity. It is our business at Nurun to expand the possibilities offered by interactive technologies. It is our mission to enable brands and their corporations and their stakeholders, governments and citizens to share, exchange and collaborate. The way we see it, the new interactive world will be powered by the energy of synergy.

# nurun

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