

Cimarron Speaks of "Success with Social Media" at Pico Group International Conference

Pico Group is a leading Total Brand Activation company that acts as a global brand strategy partner for many Fortune 500 companies. From strategy to execution, Pico helps generate powerful brand experiences for their clients' target audience. Leveraging the resources and talent of 2,200 professionals in 35 major cities around the world, their international network creates engaging, integrated brand experiences across multiple platforms. Pico's area of expertise extends from exhibitions, events, museums and theme parks to interiors and brand signage.

Recently, The Cimarron Group's Jayson Oertel, Vice President of Social Media & Publicity, returned from Hanoi, Vietnam where he was invited to speak at Pico Group's International Conference, a meeting and development event that gathered over 250 of Pico's marketing leaders and directors. As a part of the 3-day conference, Jayson presented "Success With Social Media," in which he described the history and evolution of Social Media along with industry best practices. He also shared Cimarron's philosophy on Social Media: "Listen. Think. Speak," which has led to the success of the company's numerous Social Media campaigns, including *The Twilight Saga*, *Immortals*, *Limitless*, *Hoodwinked Too!*, *David Copperfield*, *Shark Night 3D*, *Detective Dee*, *Judy Moody* and *A Little Help*.

The success of the conference comes from the collaboration of the two great companies. Jayson noted, "Pico's enthusiastic response to the presentation really allowed me to see their company's dedication and passion which in turn, inspired me." As the Cimarron Group continues to be a part of global events as an industry thought-leader, the new partnerships and relationships will allow the company to create an awareness and understanding of global marketing trends. By being a part of industry development, Cimarron can advance strategic marketing in both the Entertainment Industry and Brand Companies.