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Creative shop, GdB joins forces with brand & technology firm, Modern Climate.

*Combined entity re-invents itself as a “brand navigation company,”
will retain Modern Climate moniker.*

Minneapolis, Minnesota—Venerable boutique ad agency, Gabriel deGrood Bendt (GdB), two-time winner of the 4A’s O’Toole Award for Best Small Agency in America (under 100 employees) is combining with Modern Climate, known for branding and digital experience work and an AdAge Small Agency of the Year recipient. The new entity will keep the Modern Climate name but re-invent itself as a *brand navigation company*.

“Since the advent of digital marketing, the number of levers marketers can pull have increased by ten or even twenty-fold,” said Modern Climate President, Greg Engen. “Unfortunately, marketing budgets have stayed pretty much flat. This creates a level of complexity and guesswork that can be daunting.”

The new company will aggressively ramp up its capabilities around strategic consulting and analytics, while continuing to offer branding, advertising and marketing experiences, along with media planning and buying.

“Brand navigation is a more accurate, inclusive description of where we’re headed,” Engen added. “It’s all about gaining clarity around your brand, your customers and your business objectives. Then we can talk about execution, but based on tighter performance metrics.”

Engen is a 25-year marketing veteran whose expertise is rooted in customer relationship management, digital marketing and marketing analytics, working at companies like Merkle, Aimia and FICO. He recently joined Modern Climate from the Ovative Group, where he was SVP of Business Development.

Doug deGrood, founding partner of GdB, will stay on in the role of Creative Chairman. He had this to say about the name choice. “Modern Climate, which has been around for about nine years, is less a completed canvas than GdB, which is widely known as a creative shop. For where we envision our future, Modern Climate seemed like the more appropriate name to lean into.”

Keith Wolf and Jason Tell, founding partners of Modern Climate (formerly Wolf Motell) will stay on in the roles of Chief Creative Officer and Chief Experience Officer, respectively.

The *new* Modern Climate lists as its clients: Crystal Farms, Zebco fishing, Bailey Nurseries, Park Dental, Jamba Juice, Medtronic, Mosaic, United Health Group and Thomson Reuters. They are owned by Clear Night, a fast-growing marketing and technology services holding company based in St. Paul. Previously, GdB and Modern Climate had operated as independent brands under the Clear Night umbrella.