



CSM LeadDog Rebrands to CSM

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Marketing agency CSMLeadDog has rebranded to CSM Sport & Entertainment-or CSM-unifying LeadDog with CSM to form a global integrated marketing and brand experience agency.

"We're excited to take this step as a member of the CSM family," said Dan Mannix, CEO of CSM North America, in a statement. "We're not just another three-letter agency. We have brought the entrepreneurial spirits of challenger agencies across the globe to pursue extraordinary together. We have enhanced our creative and activation capabilities with the proven track record and impact of CSM's global reputation for never-been-done-before experiences, sponsorship and strategic consulting."

In its new guise, CSM will continue to deliver global programs for brands, properties and live events. Just recently, it created activations for the season-three launch of Netflix's Stranger Things in Santa Monica, Calif., and Coney Island in Brooklyn, NY; the launch of Amazon Prime Video's Good Omens at SXSW in Austin; and more. The agency also has partnered with such brands as Diet Coke, Cirque du Soleil, Verizon, Mazda and Square. On the sports side, it's already working on events for Super Bowl LIV in Miami and the Summer Olympics in Tokyo next year.

"People's passion points are at the core of our business," said Mannix. "While we are known for being a sports and entertainment experience agency, with our approach of people and purpose first, we can deliver tangible value for some of the world's most well-known and innovative brands, events and nonprofit organizations."

CSM also focuses on purpose-driven marketing, with such initiatives as Mentoring for Social Good as part of the Engage for Good Conference, and the MEntoring Challenge featured with Sports Business Journal's Game Changers conference.

"CSM has embraced purpose-driven marketing which is reflected in our values and principles as a company," said Mannix. "People are expecting the companies and brands they interact with to have an authentic purpose, message and impact on society. This is who we are."

The company employs more than 1,000 people around the globe, with more than 400 of those located in North America.