



# CPG Agency Adds Scott Clarke to Leadership Team as Creative Director, Strategist

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*The Cincinnati native brings strategic offerings, virtual engagement strategies and experiential brand stories to the agency.*

ST. LOUIS, MISSOURI, UNITED STATES, September 5, 2018 /EINPresswire.com/ -- [CPG Agency](#), a [corporate engagement agency](#) specializing in live events, experiences and [strategic communications](#), has added Scott Clarke to its senior leadership team. Clarke's creative fire has been fueling Fortune 500 brand experiences for over ten years with an audience-centric approach to designing engagement strategies that drive results and develop trust.

At CPG Agency, Clarke will serve as Creative Director, Strategist and oversee upfront design strategy for the agency's clients. He is a storyteller by trade, crafting and weaving stories, experiences, and technology in a way that creates action-inducing thought and emotion. Throughout his career, Clarke has led and directed award winning event, exhibit, video and app creative work that has engaged and activated audiences around the world. Corporate clients include Xerox, Honeywell, Lockheed Martin and Kaiser Permanente, along with museums like the National Infantry Museum, National Underground Railroad Museum and the Smithsonian.

"I couldn't be more excited to join such a great team of truly creative people at CPG," said Clarke. "The history here is rich, the clients are exciting and the future couldn't be brighter - a future we are extremely well positioned for. I'm eager to help show how authentic experiences, both real and virtual, can truly change hearts and minds and engage people in a unified cause. It's the 'Belief through Experience' that CPG has been delivering to brands for over 30 years."

Clarke will support all strategic offerings, proposal development and design thinking at the agency. His focus on storytelling in the experiential space will continue to propel CPG in the corporate event industry and add value to each client experience.

"Scott is a great fit to help us continue to elevate our brand's live experiences and strategic communications," says CPG CEO and Founder, Keith Alper. "His diverse work in the AR and VR world coupled with his spirited attitude and creative background will help drive forward our mission of connect brands to the people who grow their business."

To learn more about Scott Clarke and CPG Agency, please visit:  
<https://cpgagency.com/leadership-team/>

## ABOUT CPG AGENCY

CPG is an internal events agency that designs immersive, live experiences for Fortune 500 companies and their greatest asset - their people. Since 1985, CPG brings stakeholders together in meaningful, unforgettable ways by leveraging live experiences, strategic communication and experiential solutions coupled with award-winning creative, video, digital media and large-scale event production. CPG designs experiences that connect people, inspire action and grow business for brands like Southwest Airlines, Sam's Club, Jimmy John's, Carnival Corporation, Bridgestone, Sherwin-Williams, Ulta Beauty, Amazon, Sport Clips and more. By transforming attendees into participants and shifting a moment into an ongoing movement, CPG creates brand advocates or "Belief through Experience" which cascades the critical brand message from corporate leaders down to frontline employees. CPG is a member of the Nitrous Effect, an

agency collective. To learn more, please visit [www.cpgagency.com](http://www.cpgagency.com).

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