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THE ONEIDA GROUP TAPS DEUTSCH AS AGENCY OF RECORD

Deutsch's Los Angeles office to handle creative and media duties for the Anchor Hocking brand

Los Angeles, Calif. – November 29, 2017 – [Deutsch](#) today announces it has won The Oneida Group, the leading global marketer of dining and food preparation products. After a one-month, closed competitive review, Deutsch's scope of work will include creative and media duties, as well as social strategy and activation for the Anchor Hocking brand, an American-made leading glass manufacturer for the at-home chef.

In 2016, The Oneida Group hired former Procter and Gamble veteran Jeff Jarrett as its Chief Marketing Officer to help elevate the brand's product portfolios. Early in 2017, the Company announced several new strategic initiatives, including a corporate rebranding to kick off a national creative agency review with more than five agency participants.

"We were impressed by Deutsch's approach to a re-energized strategy for our business," said Jarrett. "The team's segmentation work led to insights that will help us connect with our consumers in addressing their needs and desires for years to come with powerful creative work. We're excited to be working with this agency again."

In 1970, Oneida was the brand that helped David Deutsch establish the agency. As Deutsch's first flagship client, the two worked together for more than 20 years.

"We jumped at the opportunity to work with The Oneida Group, and love bringing this relationship full circle," said Kim Getty, President of Deutsch's Los Angeles office. "It's not very often that you get to work with a company with such deeply shared history—they put us on the map. We're excited to help push their brand forward together."

The agency's first work for the brand is expected to launch in Q2 of 2018.

The Oneida Group win is the latest in a string of new business wins for Deutsch in 2017, including 7-Eleven, Tile and DPSG's Mott's and Canada Dry brands.

About Deutsch

Deutsch is an advertising, design and digital agency known for its award-winning creative campaigns. Integrated practices include creative advertising, media planning and buying, all aspects of digital marketing and product development, including ecommerce and mobile, multicultural marketing, public relations, invention, social media, design, branded entertainment, music, and experiential marketing. Deutsch's clients include Tile, Volkswagen, Johnson & Johnson, PNC Bank, Taco Bell, Target, Sherwin-Williams, Dr Pepper, Green Giant, Snapple and Georgia-Pacific, among others. Deutsch has been named one of the most innovative companies in advertising by Fast Company, and has regularly appeared on Advertising Age's Agency A-List.

About Anchor Hocking

Anchor Hocking is an American brand that stands for timeless, classic design and functional quality. Isaac J. Collins founded the Hocking Glass Company in 1905 in Lancaster, Ohio. The company name comes from the Hocking River which flows nearby. The company became the Anchor Hocking Corporation in 1937, with the merger of the Hocking Glass Company and subsidiaries and Anchor Cap Corporation and its subsidiaries. The "Anchor" came from the phrase that caps "were anchored for safety." For over one hundred years, Anchor Hocking has produced quality glassware in the United States. The majority of the products are manufactured at the original site in Lancaster, Ohio and Monaca, Pennsylvania. The company employs over 1,200 associates nationwide.

About The Oneida Group

About The Oneida Group Driven by devotion to design, The Oneida Group (formerly EveryWare Global) is recognized for providing quality tabletop and kitchen solutions through its consumer, foodservice, and specialty channels. The company's global platform allows it to market and distribute internationally its total portfolio of products including bakeware, beverage ware, serveware, storage ware, flatware, dinnerware, crystal, buffetware and hollowware; premium spirit bottles; cookware; gadgets; candle and floral glass containers; and other kitchen products, all under a broad collection of widely-recognized brands, including Oneida, Anchor Hocking, Sant' Andrea, Buffalo, Delco, Fire-King, Stölzle, and Durobor. Anchor Hocking, LLC and Oneida Ltd. are subsidiaries of The Oneida Group. Additional information can be found at www.theoneidagroup.com, www.anchorhocking.com, www.anchorhockingbottles.com, www.oneida.com, and www.foodservice.oneida.com.

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