



**joanne davis  
consulting, inc.**

**SCAN INTERNATIONAL AND JOANNE DAVIS CONSULTING INC. EXPAND GLOBAL NETWORK  
OF MARKETING SEARCH AND PERFORMANCE CONSULTING TO CANADA**

***-- AgencyLink is new Canadian Partner --***

**New York, NY, December 9, 2008** ... SCAN International, a multinational network of client agency relations and search and compensation consultancies has formed a new partnership with AgencyLink Inc., a consultancy that specializes in marketing and communications client-agency relationship management in Canada, to expand global insights for our clients.

In addition to the United States, SCAN International has partners and associates in the United Kingdom, the Netherlands, France, Spain, Portugal, Germany, Austria, Switzerland, and now Canada. SCAN International clients include and have included Bausch & Lomb, Cadbury, Ford, IBM, IKEA, Johnson & Johnson, L'Oreal, MillerCoors LLC, Pfizer, Unilever, and Volvo.

Hein Becht Chairman of SCAN International, said "we welcome our new partner and look forward to working closely with them as client global search and selection needs increase." "We are delighted to now offer our clients, especially those with North American responsibility like-minded consultancy expertise through our partners at AgencyLink," said Joanne Davis, Vice President of SCAN International and founder of Joanne Davis Consulting Inc. in New York. "We selected AgencyLink because they share the same values and approach as SCAN to client-agency relationship consultation. AgencyLink's seasoned professionals have solid reputations and an impressive track record in consulting, agency searches, as well as the ability to enhance marketing ROI for clients."

Sheila Corriveau, AgencyLink co-founder and a former global network director responsible for interdependence of offices in 55 countries at one of Omnicom's international marketing agencies, said Canadian firms that market their products and services in other countries will benefit from AgencyLink's participation in SCAN. "We now have more in-depth knowledge of agency resources and trends internationally to help Canadian multinationals that rely on marketing agencies, particularly in the U.S. and Europe."

AgencyLink was formed in January 2008 to conduct marketing and communications agency searches, consult on existing agency relationships and deliver workshops to improve client-agency performance. AgencyLink works with clients that use one or a variety of external agencies for public relations, advertising, branding, digital marketing, promotions, direct marketing, government relations, investor relations, editorial, corporate social marketing, sponsorship, word-of-mouth, and marketing strategy.

SCAN International was formed in 2005 by three leading European consultancies, and Joanne Davis Consulting became a partner in 2006. Joanne Davis Consulting was formed in 2000 and specializes in optimizing client-agency relations, agency searches and compensation.

More information can be found at [www.agencylink.ca](http://www.agencylink.ca), [www.scaninternational.com](http://www.scaninternational.com), and [www.joannedavisconsulting.com](http://www.joannedavisconsulting.com).

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