

ID Media Hires Laurie Larson, Former Verizon Client, as SVP, Director of Media Strategy
Monday, August 13, 2012 02:00:00 PM (GMT)

NEW YORK, Aug. 13, 2012 /PRNewswire/ -- [ID Media](#), an [Interpublic Group](#) media agency, has tapped Laurie Larson—a former client—as SVP, Director of Media Strategy. She will oversee media services on Johnson & Johnson, which spans brands including Neutrogena, Aveeno, Clean & Clear, Stelara, Zyrtec, Listerine and Rembrandt.

A 19-year media veteran, Laurie first worked with the agency while at Fortune 500 advertiser—and current ID Media client—Verizon. A multimedia expert, she brings deep expertise from both the client and agency sides of the business.

Immediately prior to ID Media, Laurie oversaw media strategy on accounts like Aetna, NFL Game Pass and Amica Auto Insurance at G2. The Group Media Director and her team won two awards for media strategy effectiveness from the *Journal of Financial Advertising and Marketing* for their work on Aetna's 2010 Medicare campaign.

Before G2, she spent seven years at Verizon, in which capacity she worked closely with ID Media. As Director, Marketing Innovation, she helped the telecom giant evolve from marketing products such as caller ID and three-way calling to more complex offerings like FiOS. In introducing the latter, Laurie, a three-time Verizon Employee Excellence award recipient, helped drive double digit sales penetration and awareness levels within the fiber-optic network's first year of launch.

She brings a solid understanding of ROI strategy, as well as a "leave no stone unturned" approach when it comes to maximizing efficiency—and new opportunities—for clients.

In joining ID Media, Laurie says she was impressed with the agency's commitment to innovation and "delivering accountable media results on clients' investments."

"Accountability is a huge priority for advertisers, and ID Media, in the time that I've worked with them at Verizon, has demonstrated significant expertise in delivering best-in-class results while continually seeking new media innovations," she says.

Added Lynn Fantom, CEO of ID Media: "It's been several years since Laurie was our client at Verizon, but, to this day, we remain impressed with her commitment to strategy and innovation. We're thrilled to be working with her again."

A New York native, Laurie earned her B.S. in Public Relations and Marketing Management from Syracuse University's S.I. Newhouse School of Communications. She is also an alumna of Verizon's Leadership Development Program.

About ID Media

ID Media is an Interpublic Group media agency known for identifying and delivering accountable media solutions that create better business outcomes for marketers. Backed by a culture that's deeply accountable for results, our people drive costs down, engagement up across television, digital and print channels. We work with many leading brands, including American Express, Nationwide, Verizon, Johnson & Johnson, Intuit, Nikon and Match.com. ID Media is also a five-time winner of IPG awards for diversity and inclusion, and has been recognized by Crain's as one of its "Best Places to Work in NYC" in 2008, 2009, 2010 and 2011. For more information, visit <http://www.idmediawww.com>.

SOURCE ID Media

Contacts: Elaine Wong, Director, Corporate Communications, +1-212-907-7092, ewong@idmediawww.com
Countries: United States
Industries: Advertising, Publishing & Information Services
Languages: English

Primary Identifiers: VZ-US
Related Identifiers: VZ-US