

WE BELIEVE IN THE POWER OF CONNECTED COMMERCE.

Now is the time to pioneer the future of omnicommerce. Our Connected Commerce approach drives a single strategy across every relevant touchpoint to deliver growth for your brand. We help you connect the most important dots – from the digital to the physical, from the message to the medium, and from marketing to merchandising.

Deep retailer intelligence & strategy from your customers' backyards	Industry-leading technology & analytics built for commerce marketing
Retail media pioneers & modern activation specialists	Shopper & competitive insights that drive better decisions

Powered by the smartest humanity & the latest technology

WHO WE ARE

We are a fiercely independent marketing agency that accelerates growth for brands and retailers. Founded in 1972 by Marilyn Barnett, The Mars Agency is headquartered in Detroit with 14 offices worldwide and 550 employees. We've built a culture centered around growth for our people, our clients and our communities.

OUR PARTNERS

- Bacardi Limited
- Bayer Consumer Healthcare
- Big Y Supermarkets
- BlueTriton Brands
- Campbell Soup Company
- Conagra Brands
- Conn's Home Plus
- Hallmark
- Henkel
- Hudson Bay Group
- Mars, Inc.
- Samsung
- Tillamook Creamery
- Walmart Canada

OUR LEADERS

- Ken Barnett, Executive Chairman
- Rob Rivenburgh, Global CEO
- Darren Keen, CEO International Markets

CONTACT

Jennifer Gioffre
EVP, Client Success Lead
gioffrej@themarsagency.com