



## The Reference opens New York office

*Atlantic crossing strengthens Emakina Group's US reach*

**Ghent, New York, 4 October 2016 - Digital-first full service agency The Reference, located in Ghent, Belgium, is starting an office in New York. It opens shop in the busy center of Manhattan. Senior Marketing and Advertising expert Olivier Deneef leads The Reference's American operations as US Client Service Director. He manages all projects for major US clients, like Ansell and Kodak Alaris, while driving new business in the market.**

### **Cutting-edge agency**

The Reference is a trusted cutting-edge consultancy with over \$15 million in turnover and major international clients, such as Bekaert, Carglass, Ikea, Melexis, and Thomas Cook.

Started in 1993 as the very first Belgian web agency, it joined the Emakina Group in 2007, enabling it to service its clients globally. When the group recently signed a strategic partnership with leading brand agency Air Paris, The Reference decided to join them in their Manhattan offices, to strengthen each other's service and reach in the market.

### **Platinum Sitecore partner guarantees optimal customer engagement**

As platinum **Sitecore** Partner and **Umbraco** Gold expert, The Reference forecasts new growth in the States. Today the US already accounts for over 10% of the company's revenue. Managing Director Anja Cappelle and her team of more than 120 experts deliver top dollar customer value in web development and e-commerce, online performance marketing and digital transformation support - from strategy and UX to business optimization.

### **Result-oriented**

**Anja Cappelle**, MD of The Reference: 'This is a logical step for our company. Our credo, *'It's more than digital, it's your business'* fits well with the American corporate attitude. Also, our work is becoming truly global, and requests for support in the US market are growing.'

New US Client Service Director **Olivier Deneef** adds: 'Our Flemish pragmatism combined with our extensive Sitecore and Umbraco experience is highly appreciated by our American clients. The US is very result-oriented, and so are we... What you see is what you get and we get the job done!'



*The Reference's NY Office building*



*The Reference MD Anja Capelle & Olivier Deneef*

More information

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### **ABOUT THE REFERENCE**

**It's more than digital, it's your business.**

The Reference is a powerful full-service digital agency with clients from around the world. From its offices in Ghent and New York, 120 experts help their clients to communicate effectively on all touch points with their target audiences. Together they achieve their goals and strengthen their competitive advantage.

As part of the stock exchange listed Emakina Group (ALEMK:BB), the teams manage cutting-edge projects for international companies. They develop solid strategies and solutions for the web, social networks, mobile, SEO and e-commerce. And only the best is good enough – because results count, and it's more than digital, it's your business.

[www.the-reference.com](http://www.the-reference.com)