

## Spoiled Milk opens New York office

**COPENHAGEN, DENMARK, 23 October 2012. Spoiled Milk, an international digital agency, announces the opening of a New York City office. This will extend the agency beyond the existing four European offices and ensure closer collaboration with existing American clients and partners.**

Spoiled Milk has built an extensive and global client portfolio that includes brands with established U.S. operations such as Zimmer, Médecins Sans Frontières (Doctors Without Borders), Microsoft, Samsung, and more. The move will bring Spoiled Milk closer to the forefront of the fastest growing tech scene in the U.S., ripe with strong talent and a unique pool of knowledge and inspiration.

“We’ve always been an agency with big ideas and ambitions to match, so when our group during the last couple of years saw a solid increase in U.S. business, the next step was natural. An office in New York brings us closer to key clients and partners, and not least makes us more appealing to companies with a global agenda,” says Frederik Cordes, Spoiled Milk’s Strategic Director, who will head the New York office.

Spoiled Milk’s Managing Director David Luisi comments: “The New York launch is not only based on great strategic arguments. It’s also an old dream come true. We’re entering the cultural capital of the world with excellent long-term opportunities and we can’t wait to experience what it has in store for us.”

During the summer, Spoiled Milk’s parent company, 24MAS, announced that it is preparing for an IPO in the U.S. for next year. The company’s East Coast representation holds strategic importance in this light and will play a central role in expanding other group offerings, including operator-targeted app stores, digital publishing platforms and rich media advertising.

Frederik Cordes concludes: “Because we care deeply about working smarter, we can easily adapt across the Atlantic and continue to provide our full range of services at a high quality level. This means we expect continued strong growth and it means we’ll need to build a 1st class team here in New York over the next 24 months.”

Spoiled Milk is currently seeking a New York-based Digital Art Director to be part of its pioneer team in America.

**For more information, visit [www.spoiledmilk.com](http://www.spoiledmilk.com) or contact:**

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### **About Spoiled Milk**

Spoiled Milk is an international digital agency helping companies and organisations take charge of the next generation of media through insight and innovation. Founded in 2005, the team operates from studios in Copenhagen, Zurich, Belgrade, London and New York, with an international client base that counts 3 Plus TV, Bertelsmann-Stiftung, JP/Politiken, Microsoft, Phaidon, Zimmer. Recently, Spoiled Milk has won recognition from Danish and Swiss awards for their distinctive projects on mobile platforms. Spoiled Milk belongs to the 24MAS Group. Visit [spoiledmilk.com](http://spoiledmilk.com) for more information, join our Facebook community and follow us on Twitter at @spoiledmilk

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