



RRD Marketing Solutions Listed in Independent Research Firm's Q4 2018 Content Production Agencies Report

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CHICAGO--(BUSINESS WIRE)-- **R.R. Donnelley & Sons Company** (RRD) (NYSE:RRD), a leading global provider of multichannel solutions for marketing and business communications, announced today that it has been included by Forrester Research Inc., a leading global research and advisory firm, in its Now Tech: Content Production Agencies, Q4 2018 [report](#).¹ The report helps marketers select Content Production Agencies based on their size and capabilities. RRD Marketing Solutions is listed as a large (>\$100M in annual category revenue), independent Content Production Agency.

"We are pleased to be included among the agencies featured in Forrester's Q4 2018 Content Production Agencies listing," said Todd Hatley, Senior Vice President, RRD Content and Creative Services. "The content landscape is undoubtedly changing, and we recognize that connecting our clients with their customers requires us to equip marketers with a compelling narrative to reach people on a personal level. Marketers are turning to content production agencies to improve speed-to-market, maintain quality at scale, and keep costs manageable. We are positioned to provide our clients with those capabilities as they adapt to a rapidly evolving customer communications landscape."

RRD Marketing Solutions helps marketers create meaningful connections between brands and their customers. With its Content and Creative Services capabilities and offerings, RRD offers:

- **Creative Production**: On- and off-site solutions that maximize marketing spend by aligning creative production across each channel.
- **Photography and Video**: Photography and video services that create an emotional connection with prospective customers in order to drive stronger engagement.
- **Creative Development**: Meaningful storytelling to help brands come to life and compel action across every touchpoint, while maintaining consistent brand standards at scale.

To learn more about how RRD Marketing Solutions can help you optimize engagement with your clients, please [contact us](#).

About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 customers and 43,000 employees across 34 countries, RRD offers the industry's most comprehensive offering of solutions designed to help companies—from Main Street to Wall Street—optimize customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to create, manage, deliver, and optimize their marketing and business communications strategies.

For more information about RRD, please visit www.rrd.com.

¹ Access requires subscription or purchase.

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