

# Quad earns a spot on MM+M Agency 100 at no. 26

SUSSEX, WI, June 12, 2025 — Quad/Graphics, Inc. (NYSE: QUAD), a marketing experience company that solves complex marketing challenges for its clients, has been ranked 26 among the top healthcare marketing firms in North America according to the 2025 MM+M Agency 100. This is the second time Quad has been included in the media brand's annual ranking, which is based on North American revenue.

“Quad’s robust and integrated solutions help health brands accomplish their marketing objectives, whether they are launching or refreshing a brand, aiming to increase their media presence or looking for a full-service agency of record to handle all the ins-and-outs of their marketing strategy,” said Jennifer Hickman, Head of Strategy and Growth of Health for Quad. “With our heritage as a leading print manufacturer, the omnichannel expertise and performance background of our media agency, Rise, and the brand strategy and design expertise of our creative agency, Betty, Quad is uniquely positioned to help marketers in the health industry make powerful and meaningful connections with their consumers at every stage of their marketing journey.”

Today’s consumers increasingly crave a truly omnichannel marketing experience that engages them online, at home and in-store, according to a recent study conducted by The Harris Poll. The study, commissioned by Quad, concluded that print marketing drives a double benefit for brands, as 78% of Gen Z and Millennials say that physical mail has prompted them to visit a physical store. Additionally, 78% of respondents from that same group say they appreciate when brands add digital touchpoints to enhance, rather than replace, physical shopping experiences.

“Quad is uniquely positioned to help health brands create the kind of tactile packaging experiences Americans crave — ones that not only stand out on crowded drugstore shelves but also foster the brand affinity that keeps shoppers coming back. Our integrated marketing solutions take the complexity out of even the most elaborate strategies, helping health brands move faster, stay compliant and connect more meaningfully with their consumers,” said Hickman.

For more than 20 years, Quad has been serving health industry clients such as Abbott, Cigna Healthcare, CVS Health, Humana, Nicklaus Children’s Hospital and UnitedHealthcare. In 2024, Quad had more than 138 clients in health across all sub-verticals, 27 of which were agency-of-record (AOR) relationships. Quad also added 24 new health-industry accounts.

## About Quad

Quad (NYSE: QUAD) is a marketing experience, or MX, company that helps brands make direct consumer connections, from household to in-store to online. The company does this through its MX Solutions Suite, a comprehensive range of marketing and print services that seamlessly integrate creative, production and media solutions across online and offline channels. Supported by state-of-the-art technology and data-driven intelligence, Quad simplifies the complexities of marketing by removing friction wherever it occurs along the marketing journey. The company tailors its uniquely flexible, scalable and connected solutions to each clients’ objectives, driving cost efficiencies, improving speed-to-market, strengthening marketing effectiveness and delivering value on client investments.

Quad employs approximately 11,000 people in 11 countries and serves approximately 2,100 clients including industry leading blue-chip companies that serve both businesses and consumers in multiple industry verticals, with a particular focus on commerce, including retail, consumer packaged goods, and direct-to-consumer;

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financial services; and health. Quad is ranked among the largest agency companies in the U.S. by Ad Age, buoyed by its full-service media agency, Rise, and creative agency, Betty. Quad is also one of the largest commercial printers in North America, according to Printing Impressions.

For more information about Quad, including its commitment to operating responsibly, intentional innovation and values-driven culture, visit [quad.com](https://quad.com).

## **Media Contact**

Hali Sawyer  
Agency Communications Manager  
414-622-2297  
[hasawyer@quad.com](mailto:hasawyer@quad.com)