

Global Innovation and Design Consultancy Continuum Chooses The Hoffman Agency to Lead Public Relations Initiatives in China

Hong Kong, September 6, 2011 – [Continuum](#), a global innovation and design consultancy, has named The Hoffman Agency as its public relations agency of record in China. Hoffman will be the lead agency for Continuum’s public communications initiative and will drive and enhance awareness of the Continuum brand among current and prospective customers, trade and business media, and other key constituents.

Continuum’s office in Shanghai has been in operation for over 2 years. Recently, they expanded into a new office space in the heart of the French Concession. Continuum’s new studio, led by Managing Director Chris Hosmer, will create new products and services to serve the needs of people in China and Asia and help both domestic and multi-national companies grow their businesses. The Hoffman Agency will work with Continuum on a range of media relations and thought-leadership initiatives designed to define innovation and align it with the Continuum brand.

“It was important for Continuum to find an innovative public relations agency with the right mix of expertise, local knowledge and strong credentials to support our activities in China,” said Chris Hosmer, Managing Director, Continuum China. “The Hoffman team demonstrated a very good understanding of our company and presented an approach that resonated with us. We look forward to working with The Hoffman Agency to tell the Continuum story.”

“We are very excited that Continuum, a highly respected global innovation and design consultancy, has decided to work with us in China,” said Dong Chen, General Manager, The Hoffman Agency China. “Some of the world’s most respected brands turn to Continuum as their innovation partner, and in China, these include Midea and COFCO. The Hoffman Agency is excited to have a part in raising the awareness of the value that Continuum can deliver, and we look forward to developing a long-term relationship with them.”

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About Continuum

Continuum is a global innovation and design consultancy that helps businesses to create successful products, services and experiences that work for people. Based on in-depth consumer research, rigorous analysis of clients' business challenges, and inspired creativity, Continuum uncovers opportunities for innovation and makes them real. Since 1983, Continuum has worked with companies worldwide including American Express, BMW, Dell, [Herman Miller](#), [Procter & Gamble](#), PepsiCo, Samsung, [Sprint](#) and Staples. In China, Continuum is currently working on innovation initiatives with some of the country’s leading brands such as Midea and COFCO. [Continuum](#) has offices in Boston, Los Angeles, Milan, Seoul and Shanghai. www.continuuminnovation.com

About The Hoffman Agency

The Hoffman Agency (www.hoffman.com) helps companies in markets of technical complexity communicate compelling messages across the world. Thanks to a unique global infrastructure and culture, The Hoffman Agency takes a collaborative approach to implementing multi-country programs. Its operation extends across Asia Pacific, Europe and the United States.

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