

Wieden
Kennedy⁺

ABOUT US

Wieden + Kennedy is the world's only independent, creatively driven, global agency network. The London office was founded in 1998 and we now have a team of around 200 smart, lovely, hard-working people. Our founding goal was to do the best work of our lives for inspiring clients. We've tried to stay true to that aspiration ever since. Our core skill is advertising but these days that can encompass everything from building mobile apps to designing the London Regent Street Christmas lights.



CLIENTS

We partner with great companies who are passionate about their products and customers.

Our clients at W+K London include:

- Arla Foods (Cravendale, Lactofree, Lurpak)
- The Guardian
- Honda
- Nestea
- Nike
- Procter & Gamble
- Three.co.uk
- Visit Wales
- Yahoo!



CAPABILITIES AND SERVICES



EVENT



INTERACTIVE



RETAIL

COMMS PLANNING + BUYING

ADVERTISING



OUR MISSION

We exist to create strong and provocative relationships between good companies and their customers.

*The two most important words for us in the statement above are 'provocative' and 'good'.
If the relationship isn't provocative, it really isn't very deep, lasting or compelling. If it isn't provocative, it doesn't invite consideration. If it isn't provocative it quickly becomes too familiar, then stale.
Which is death.
The other key descriptor is 'good' as in good company. Life is short. Why work for the bad guys?*



HOW WE WORK

We don't have any proprietary processes or systems. No brand onions, no development templates. Every job is different, so why adopt a preconceived approach?

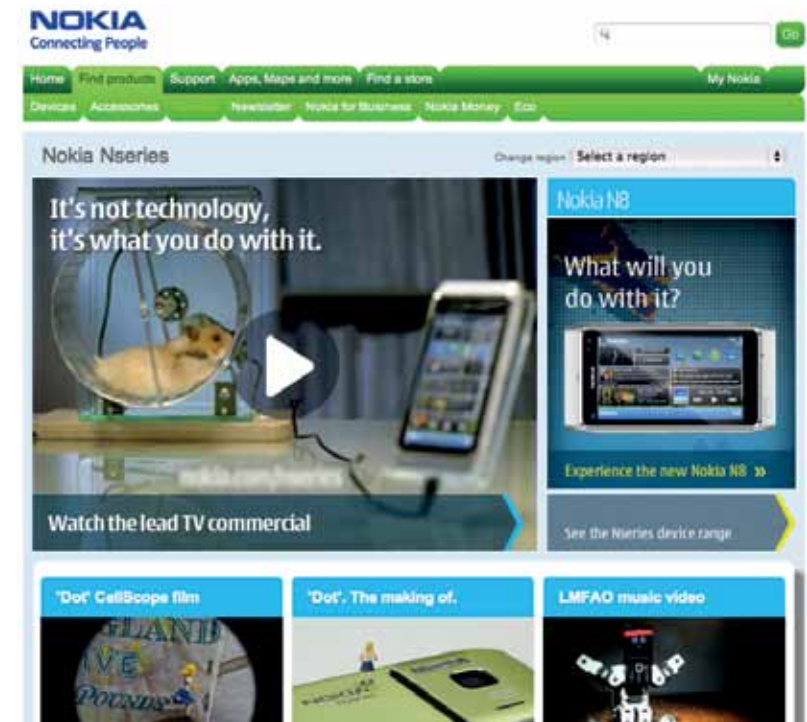
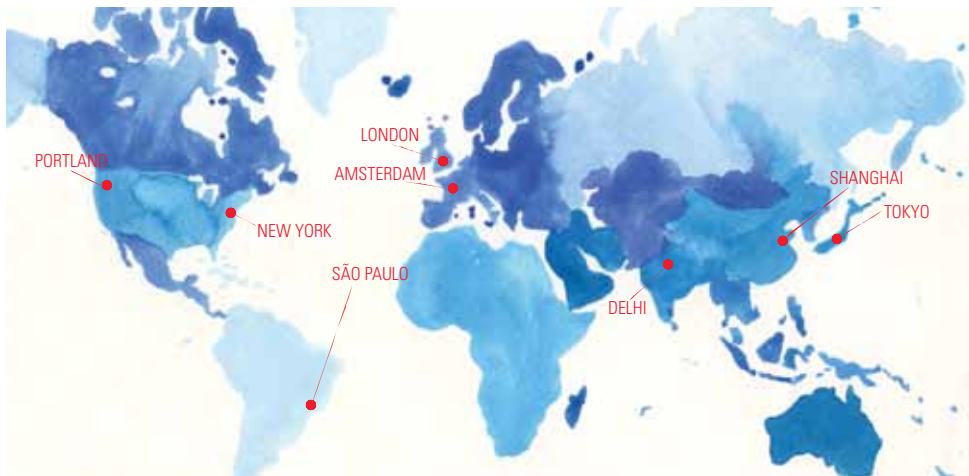
We work in an open, collaborative way with our clients. We put media and technology thinking at the heart of the creative development process. The core team – creatives, strategists and account handlers – all work directly with clients. Our teams work together round tables in open plan space and clients often join the team round the table to work together.



HOW WE HANDLE INTERNATIONAL BUSINESS

With our network of eight offices we act as lead global agency for some of the world's biggest brands. We believe the best way to develop excellent international work is with a tight, talented team, not a large number of people stretched across many offices and markets. Our model is based on quality of resource, not quantity.

From W+K London we create and implement international and global campaigns for clients including Honda, Nestea and Nike.



NETWORK CLIENTS

Wieden + Kennedy is the world's only independent creatively-led global agency network and has offices in London, Portland, New York, Saõ Paulo, Amsterdam, Shanghai, Tokyo and Delhi. Each office is a regional hub, capable of running international campaigns.

Global clients include Nike, Coca-Cola, Levi's, Heineken, Procter & Gamble, Delta Air Lines and Electronic Arts.

AMSTERDAM

- BASF
- Coca-Cola
- Delta Air Lines
- EA Games
- ESPN
- EYE (Film Institute Netherlands)
- Ferrero Germany (Kinder Surprise, Milch-Schnitte, Raffaello)
- Heineken
- Lego (new product development project)
- Nike
- Women Win

DELHI

- Heineken
- eBay India
- HCL Technologies
- Incredible India
- IndiGo Air
- Royal Enfield Motorcycles
- The Park Hotels Group

LONDON

- Arla Foods: Cravendale, Lurpak, Lactofree
- Observer
- Procter & Gamble
- Three
- Visit Wales
- Nike
- Guardian Newspapers
- Honda
- Nestea
- Yahoo!

NEW YORK

- Disney ABC Television Group
- Delta Air Lines Inc.
- ESPN, Inc.
- Heineken
- Jordan Brand
- Nike Canada
- Nike NY
- Target
- Walt Disney Pictures

PORTLAND

- American Indian College Fund
- Chrysler
- Coca-Cola
- Converse
- Dodge
- Electronic Arts
- Kraft
- Levi's
- Nike
- Oregon Tourism
- Procter & Gamble Brand
- Procter & Gamble Old Spice
- Target

SHANGHAI

- BASF
- Converse China
- Fiat 500 (China Launch)
- Heineken
- iShares
- Levi's
- Nike China
- Umbro China
- Procter & Gamble

TOKYO

- Adlens
- Delta Air Lines
- Eli Lilly
- Nike Japan
- Otsuka
- Sony PlayStation

KEY PEOPLE



TONY DAVIDSON – EXECUTIVE CREATIVE DIRECTOR

Tony graduated from Manchester Polytechnic with a 1st class BA Hons in Design and Communication Media in 1985.

In July of 1985 he joined BMP as a junior art director, where he was fortunate to work under the likes of the late great John Webster. The following year he teamed up with Kim Papworth with whom he has worked for 20 of the past 23 years. Whilst at BMP, they worked on many brands including Courage, Cadbury, Scottish Amicable and Heinz. On winning their first award for a press ad for Derbyshire County Council, their then boss said "Enjoy it, it's the last one you'll ever win." Spurred on by this encouragement, they went on to produce award-winning work for War on Want and Crookes Healthcare.

In 1995 Tony and Kim moved to Leagas Delaney, where they worked on Adidas, Tanner Krolle, Pepe, Hyundai, the Guardian and the BBC.

In 1997, they moved to BBH to work on Audi, and Lynx. It was also here that they created one of their most admired campaigns: Levi's 'Flat Eric', the soundtrack of which topped the charts in ten countries.

Finally in September 2000 they decided it was time to run a place by themselves and joined Wieden + Kennedy London. Eleven years later W+K is one of the most admired agencies in the world.

Tony was President of D&AD in 2007. And in March 2009, Tony and Kim were appointed agency partners of the global Wieden + Kennedy network. This is the first partnership since 1996 and the first time any agency partners have been appointed outside the global headquarters in Portland, Oregon.



KIM PAPWORTH – EXECUTIVE CREATIVE DIRECTOR

Being a dyslexic mushroom farmer, it was only a matter of time before Kim moved into the world of advertising.

He began his career at Demonde Advertising in 1981 and then moved to BMP in 1985 where he met Tony. They teamed up and worked on many famous brands over the next five years including Volkswagen, Courage, Cadbury Beverages and Heinz. In 1995 they joined Leagas Delaney. They breathed new life into many more brands there, such as Adidas, Hyundai, the Guardian and the BBC.

1997 saw them move to Bartle Bogle Hegarty to work on Levi's, Audi, and Lynx.

In 2000 Kim became joint Executive Creative Director of Wieden + Kennedy London with Tony. They went on to rejuvenate the creative output of the agency, developing notable campaigns for Nike, Honda and Nokia, amongst others. They were ranked number five in the Financial Times creative business 100 (the highest in the advertising industry) in 2007 and swept the board at the world's awards festivals for Honda's Power of Dreams campaigns.

In 2009, Kim and Tony were made partners of the global Wieden + Kennedy network, the first time any agency partners have been appointed outside of the global headquarters in Portland, Oregon.

KEY PEOPLE



NEIL CHRISTIE – MANAGING DIRECTOR

After studying law, Neil started his career in advertising at ABM and in the 1980s he was part of the team that built Yellowhammer into a top 20 agency renowned for hard-hitting work such as Lynx (anti-fur) and the COI anti-misuse of drugs advertising.

Two years at BBH running the Audi business was followed by almost 8 years at TBWA, where he saw through numerous mergers, ran accounts such as Nissan and Cadbury, became Client Services Director and was promoted to Managing Director.

During his tenure the agency topped the new business league and the awards tables and was Campaign's runner-up agency of the year three years running.

He joined W+K London as Managing Director in 2004. He works across all the agency's clients and tries to create an environment in which people can do the best work of their lives. Neil plans to stay at W+K until he gets the call to join a reformed line-up of The Clash.



PAUL COLMAN – JOINT HEAD OF PLANNING

Paul spent most of his early career at the FMCG company Yakult. There he helped create the UK 'probiotic' market (by persuading a skeptical UK public that drinking 'friendly bacteria' was a good idea). He also achieved the somewhat pointless distinction of being named in Marketing Magazine's Power 100 Next Generation. And he both hired and fired W+K London (even though they arguably deserved neither).

Paul then went on to work as a senior planner at RKCR/Y&R, working across the entire LloydsTSB account as well as Marks & Spencer and the BBC.

In 2007 he joined W+K London as lead planner across Nike, Honda, and Lurpak. He spends much of his time helping these brands work out how to connect with their consumers in new ways.

In 2009 he was made Head of Planning.

Paul runs the W+K Fight Club following a very short and completely undistinguished career as a cage fighter.

KEY PEOPLE



KEVIN CHESTERS – JOINT HEAD OF PLANNING

Kevin grew up in Penzance – which is apparently the strangest place in Britain according to the BBC. He got into advertising after a massively undistinguished period studying Modern History at Oriol College, Oxford University.

After graduation in 1995 he (amazingly) started out in life as an account man at Ogilvy London, amongst a couple of other agencies, before transitioning into planning in 1999.

His first planning role was at Ogilvy London (after a short stint at Ogilvy NY) and this was followed by a move to client side in 2001.

Kevin started as head of business planning at BT before becoming head of consumer planning and finally being made head of planning in 2004. His next role was as Planning Director at Saatchi & Saatchi London to run the Carlsberg and Sony Ericsson business.

Kevin joined W+K in 2007 to head up planning on all things Nokia. He now runs planning on Nokia, Honda and Nestea.

Kevin is married with two young sons and is therefore permanently tired and a little grumpy.



HELEN FOULDER – HEAD OF ACCOUNT MANAGEMENT

Helen grew up just outside Liverpool and moved to London in 2000 having completed an English degree at Oxford University. She thinks she has now lost her northern accent. No-one else does.

Having completed her degree, Helen joined the M&C Saatchi graduate training scheme. She worked on a variety of clients whilst progressing up the career ladder, starting out as an account executive on BT and the AA before becoming an account manager on Nestea and the Mirror.

She was promoted to Account Director in 2004, working on British Airways before moving onto ITV and Ribena and the COI.

She left M&C Saatchi in 2008 to join Wieden + Kennedy working on Nokia, primarily on their Navigation offering before running N series for a year.

She then left the world of tech to enter a world of dairy as Group Account Director on Arla foods which encompasses Lurpak, Cravendale and Lactofree.

Helen became Joint Head of Account Management in January 2011.

RECENT ACHIEVEMENTS

- Blades Digital Agency of the Year 2011
- Cannes Independent Agency Of The Year 2011
- Fast Company #1 Most Innovative Company in Advertising & Marketing 2011
- Creative Review Agency of the year 2011
- New Media Age: UK's most respected agency 2011
- Webbys Agency of the year 2011
- Grand Effie 2011
- Campaign Network of the year 2010
- Adweek Agency of the year 2010
- Advertising Age Agency of the year 2010
- Creativity Agency of the year 2010
- UK's #1 Digital Agency 2010 (Pitch/YouGov survey)
- Biggest growth of UK top 20 agencies 2010
- Ranked by Strategic Planners as world's #1 (equal) for Planning
- Five out of the year's top ten most-watched brand virals on YouTube 2010
- Nike Write the Future named Campaign's Campaign of the year 2010
- Three Grands Prix at Cannes Festival 2010
- Top prize at Campaign Big Awards for Nike 2010
- Top prize at Epica Europe awards for Nokia 2010



CREATIVITY WORKS

We don't think it's a coincidence that the most creative independent agency in the world was also voted the most effective independent agency in the world.



WIEDEN+KENNEDY,
2011 INDEPENDENT
AGENCY
OF THE YEAR

CANNES LIONS
SPECIAL AWARDS



WIEDEN+KENNEDY,
2011 TOP RANKED
MOST EFFECTIVE
INDEPENDENT AGENCY

EFFIE WORLDWIDE AND WAAC
GLOBAL EFFECTIVENESS RANKINGS

SOME EXAMPLES
OF OUR WORK



WHAT OUR CLIENTS SAY

Wieden + Kennedy is a bit different to your typical agency. Yes, they do 'great creative', but that kind of thing comes with the territory when you're a leading creative agency. What they do better than anyone else, is to truly 'understand' who we are as a client, to a point where they feel more like long-standing Honda employees than an agency. It is wonderful to see them truly immersing themselves in our business, even if that does mean racing cars around the track most of the time!

IAN ARMSTRONG – HONDA

"While digital was not what we were looking for, we asked what the role of digital would be from each of the agencies (who pitched for the Nokia business). That's what set Wieden + Kennedy apart. They used digital as a starting point, not an afterthought. They gave us a very digitally-led idea. They came up with a complete dialogue with the consumer."

STEVEN OVERMAN – NOKIA

"If you want an agency that will give you what you want or what your boss wants; if you want an agency that will give you what you expect or what is familiar and makes you feel comfortable – Wieden + Kennedy is not the agency for you. However, if you want an agency that will challenge you, that will challenge the boundaries of your brand; if you want an agency that will give you what they feel that your brand needs then speak to Wieden and Kennedy. We have been for what is coming up to thirty years now. It is often challenging, often infuriating; always stimulating and always rewarding"

ED ELWORTHY – NIKE

"I had seen Wieden + Kennedy's work and was impressed, but there are a lot of agencies that do good ads. They challenge conventions and seek brilliant solutions with a zeal. If you appoint them you will be challenged, inspired and enthused. At times it may be uncomfortable but it will be worth it."

ROGER PRIDE – VISIT WALES

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