

Wieden  
Kennedy<sup>+</sup>

Worldwide

# 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.



# CAPABILITIES AND SERVICES

DIGITAL



ADVERTISING



PACKAGE DESIGN

RETAIL



MOBILE



COMMS PLANNING + BUYING



EVENT



PR

# 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

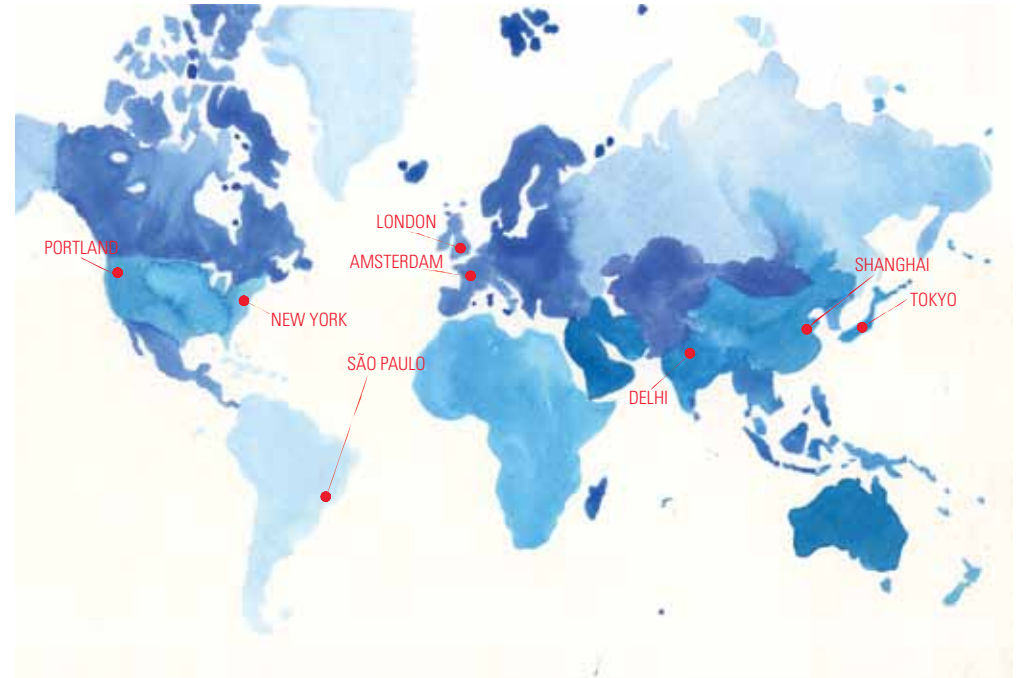
We don't have any proprietary processes or systems. No "brand onions," no development templates. Every job is different, so why adopt a preconceived approach?

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 MANAGE INTERNATIONAL BUSINESS

With our network of eight offices we act as lead global agency for some of the world's best and 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.



# 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, Nokia, Coca-Cola, Levi's, Heineken, Procter & Gamble, Delta Air Lines and Electronic Arts.

## AMSTERDAM

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

## DELHI

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

## LONDON

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

## NEW YORK

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

## PORTLAND

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- 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

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

## TOKYO

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

# SOME KEY PEOPLE – GLOBAL



DAN WIEDEN – CO-FOUNDER + GLOBAL EXECUTIVE CREATIVE DIRECTOR

Dan Wieden is one of the few native Oregonians we have and is the whole reason most of us have moved our families to Portland. After graduating from the University of Oregon, Dan spent a few years in public relations before he applied his writing talent to the advertising business. Twenty-nine years ago Dan was a copywriter at a small Portland agency working on the Nike account with his partner David Kennedy. Phil Knight came to Dan and David and explained that he wasn't too thrilled with the agency they were working at but appreciated their talent and wondered if they had ever thought of starting up their own agency.

Shortly after that conversation, Dan and David started out on their own with one small client and three other employees. Almost three decades later the legacy is still unfolding, and what started with five employees now has offices in Amsterdam, Delhi, London, New York, Portland, Shanghai, São Paulo and Tokyo.



DAVE LUHR – GLOBAL CHIEF OPERATING OFFICER

Dave Luhr started his career in advertising in 1977, spending three years at DFS (now Saatchi) working on Toyota, then another six at Chiat\Day, where he served as account supervisor on Porsche, Nike and Yamaha. When the bulk of Nike's business moved back to W+K in 1986, Dave was tasked with handing the business over. Dan and David were so impressed by how he handled the situation, they offered him a job on the spot.

After leading the Nike business to some of its most famous and inspirational work, Dave became managing director of the Portland office in 1992, and a partner shortly thereafter. During his 25 years with Wieden+Kennedy, Dave has touched nearly every piece of agency business, from Nike to Microsoft to Miller Brewing to Coca-Cola. But his deepest impact has been felt in his current capacity as chief operating officer, where he's helped expand the company from just one office to the largest independent network in the world.

Whereas most agencies are hierarchical, Dave envisioned a flat organization with each office having the autonomy to attract clients and manage its own bottom line. The result is a consistent agency culture and commitment to great work, which in turn has created a mutual respect that allows for easy collaboration and sharing across the network. Moving forward, Dave is eager to expand upon the services the agency can offer and continue to create groundbreaking work that increases our clients' brand equity while growing their business.

# SOME KEY PEOPLE – GLOBAL



JOHN C. JAY – EXECUTIVE CREATIVE DIRECTOR / PARTNER

Before joining Wieden + Kennedy, John Jay was Senior VP/Creative Director and Executive VP/ Director of Marketing and Creative Services at Bloomingdale's. For 13 years, he travelled the world extensively for the fashion and lifestyle retailer in New York producing advertising, design and marketing events.

John Jay opened the W+K Tokyo office in 1998 and lived in Japan for six years until 2004. During that period, he served as Co-Creative Director of the office and worked with all major clients; this included the launch of the Uniqlo brand. In 2003, he founded W+K Tokyo Lab, the independent DVD music label. Previously, he served as Co-Creative Director for the Nike USA and global accounts at the agency.

Jay also founded Studio J, his independent creative studio in Portland's Chinatown district which currently is developing new lifestyle ideas in residential living, restaurant concepts and product development.

He also founded the Jay Scholarship at Ohio State University which gives financial support to students of Asian descent to encourage them to pursue a study and career in the arts.



IAIN TAIT – GLOBAL INTERACTIVE CREATIVE DIRECTOR

Iain Tait has been working in the online space since the mid-nineties. After graduating from the University of Edinburgh, he built websites for many of the Edinburgh Festivals single-handedly, before you needed skill or talent to do such things.

At an unpronounceable agency called Syzygy he worked on projects for the Royal Opera House, Boots, Wilkinson Sword and Siemens. He moved to become the director of product development for First Tuesday, a networking organization connecting entrepreneurs to venture capitalists. After being responsible for the .com boom, he realized, he moved to an agency called Oven Digital. Which went bust. He then founded a digital creative agency called Poke that has repeatedly been named most respected agency in the United Kingdom. Clients included Orange, WWF, American Express, Zopa and Yahoo!

Iain was named the most influential person in new media in his homeland. He also appears in the Creativity 50 and is a member of the World Economic Forum's Global Agenda Council on the Future of Entertainment.

In 2010 he joined Wieden+Kennedy as global interactive executive creative director, where he hopes to help do great interactive work for great clients.

# SOME KEY PEOPLE – GLOBAL



## RENNY GLEESON – GLOBAL DIRECTOR OF INTERACTIVE STRATEGIES

Renny Gleeson has been interactive since he got his TRS-80 RadioShack microcomputer in the '70s, the same period he owned his first Volkswagen, a 1979 piss yellow Diesel Rabbit that he road tripped in every Sunday night from midnight to 4am out to civil war sites in Pennsylvania and Virginia.

He's worked all sides of the interactive marketing space – from client, to agency, to publishing / sales. He was heading up the New York and Atlanta offices of Carat Fusion before he came to Wieden+Kennedy, driving a 2002 Passat from NYC to the Berkshires every weekend for two years. The handling and engineering were the only thing to save him from the chaos of his first-born son's crying in the back seat.

At W+K Renny has found his spiritual home as our global director of interactive strategies. In short, he shapes the vision we provide our clients to navigate our brave new digital world. At the moment, that means embracing the newfound power consumers have to opt in or out of a relationship with a brand. He believes W+K is uniquely positioned to help our clients cultivate these relationships because we tell stories that reward consumers with inspiration, imagination and creativity.

# SOME KEY PEOPLE – LONDON



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.

# SOME KEY PEOPLE – LONDON



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.

# SOME KEY PEOPLE – LONDON



## 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.



## GAV GORDON-ROGERS – INTERACTIVE CREATIVE DIRECTOR

Having been BAFTA-nominated for his graduation film, Gav teamed up with his wife Gemma to make music videos. He directed promos for acts such as Snow Patrol, Belle & Sebastian and Paul McCartney.

The pair shifted focus onto advertising, freelancing at numerous creative agencies before 'digitising' into glue London in 2002. They joined Agency Republic in early 2005, tasked with re-invigorating the creative department. This they did, winning multiple national and international awards, being promoted to Joint Creative Directors and leading Republic to be named Campaign's Digital Agency of the Year 2006 and Marketing's Digital Agency of the Year 2008.

Throughout this period Republic's international reputation was cemented. Gav was promoted to Executive Creative Director and was instrumental in winning new accounts such as Smirnoff, Nivea and Activia. He is in regular demand both as a conference speaker and a juror at awards shows worldwide.

Gav joined W+K London in March 2011 as Interactive Creative Director and hopes to encourage invention, experimentation and deeper digital understanding across all of the agency's accounts.

Outside of work he is kept very busy by his two hyperactive daughters.

# SOME KEY PEOPLE – LONDON



## HELEN FOULDER – JOINT 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.



## PENNY BROUGH – JOINT HEAD OF ACCOUNT MANAGEMENT

After studying Business Studies at university, Penny spent a brief spell working in Reinsurance. She realised quite quickly, high finance and calculating risk factors was not for her, and jumped Rapunzel-like into the world of advertising.

In 2000 she joined a small agency called Indigo Total Communications and worked on brands such as Intercontinental Hotels and Goldman Sachs.

After 3 years, she was lured to Y&R Sydney with the promise of sunshine, fast cars and free mobiles, to work on Jaguar, FOXTEL and Telstra. In October 2005 she decided it was time to return to the UK, where she found her home at Wieden + Kennedy.

She has worked on a wealth of clients including Honda, Yakult, Nokia, Lurpak, Cravendale and P&G, becoming a Group Account Director in 2008 and subsequently Joint Head of Account Management in January 2011.

# RECENT ACHIEVEMENTS

- Cannes Independent Agency Of The Year 2011
- Fast Company #1 Most Innovative Company in Advertising & Marketing 2011
- Creative Review Agency of the year 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 WARC  
GLOBAL EFFECTIVENESS RANKINGS

# 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."*

IAN ARMSTRONG, EUROPE, HEAD OF BRAND COMMS – HONDA

*"There's something extraordinary about how they dig into deep human insights and connect with the heart and soul of people and brands and bring that to life in innovative ways."*

MARK PRITCHARD, GLOBAL CMO – PROCTER & GAMBLE

*"Wieden + Kennedy is the most creative agency I've ever worked with."*

STEVEN OVERMAN, VP, GLOBAL MARKETING CREATION – 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 + 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, HEAD OF BRAND COMMS, GLOBAL FOOTBALL – NIKE

*"They have really changed the trajectory of brand love for Coca-Cola. There's a level of excellence in (W + K's) work that's unparalleled."*

KATIE BAYNE, PRESIDENT + GM, – NORTH AMERICA, COCA-COLA

*"I never give compliments, so I would say... they're not bad"*

PHIL KNIGHT, FOUNDER – NIKE

# CONTACT DETAILS

WIEDEN + KENNEDY LONDON

For further information please contact:  
neil.christie@wk.com 07970 969177

[www.wklondon.com](http://www.wklondon.com)

Blog: [www.welcome2optimism.com](http://www.welcome2optimism.com)

Twitter: [twitter.com/WV2Optimism](https://twitter.com/WV2Optimism)