



## **JWT Names Alison Burns as CEO JWT London**

### **Former BBH, BMP, Fallon and PepsiCo Executive returns from US.**

**London – 2 February 2006** – Toby Hoare, executive chairman of JWT UK today announces that Alison Burns is joining the London management team as CEO from 27 February.

Burns, 42, who has worked at leading agencies in Britain and the US and for PepsiCo, will report to Hoare and joins the agency's executive management team. Her key focus will be developing core client relationships, working with Executive Creative Director, Nick Bell, to continue to drive and sharpen the creative product and managing the reputation of the JWT brand.

Burns began her career in London working as a graduate trainee for Fletcher Shelton Delaney in 1984. In 1986 she moved to BMP (Boase Massimi Pollitt) and worked there for almost four years as an account manager and director on the Guardian newspaper, Nestle Rowntree, and the National Dairy Council (Milk).

In 1989 she was hired by BBH (Bartle Bogle Hegarty) where she worked for four years as an account director on Pretty Polly and Cadbury. It was at Y&R, where she followed other BBH executives, that she first met Toby Hoare. As a group account director Alison worked on Walkers Crisps (which was her introduction to PepsiCo), Quaker Cereals, and Jacob-Suchard.

In 1993 Alison crossed the Atlantic to broaden her experience and spent the next three years at PepsiCo as Vice-President, Marketing, first for the Pizza Hut brand globally and then for the Fountain Beverage Division domestically. After a brief adventure to launch Kendall Tarrant head hunters in New York, Burns returned to the advertising industry in 1998 as President of Fallon New York. During her five year tenure there Alison built a highly envied strategic and creative team and quadrupled the agency's revenues, winning business from L'Oreal, PepsiCo, Timberland, Starbucks, MTV Networks, and Sport Illustrated. Awards were gained for work on Conesco, MTV and FX.

Said Hoare, "Alison learned the business at some of the world's most respected agencies. Uniquely, she has succeeded in both agency and client side and brings to JWT a broad international perspective and a proven ability to work with clients at a senior level. She also shares my passion for team building and her recent consultancy experience stands her in good stead for the diverse needs of our clients today. She is driven by a belief that in tomorrow's communications environment the power of advertising will be in defining its space via a broad spectrum of media channels."

Bell added, "This is great news for JWT and personally I am thrilled that Alison has come to front the management and focus on what we do best – creating great work for our clients."

Since 2003 Burns has been working as a branding and communications consultant providing clients, agencies and private equity organisations with advice on brand development, positioning and marketing. During this time she has been involved with positioning and

branding projects for Kraft, Motorola, DuPont, Electrolux Appliances, McCain Foods, Yahoo!, the Boston Consulting Group and others and has also guest lectured at Columbia University in the Masters Programme in Strategic Communications.

Commented Burns, “JWT is one of the great British advertising agencies and I have admired it from afar ever since I came into the business. Its client list is mouthwatering and fits my experience and passion for big brands that matter to a broad consumer church. I am looking forward to working with Toby and Nick and creating with them big populist ideas and campaigns for our clients”

### **About JWT**

JWT, which celebrates its 141st anniversary this year, ranks as the largest advertising agency brand in the United States and as the fourth largest full-service network in the world. Its parent company is WPP (NASDAQ: WPPGY).JWT London’s clients include Unilever, Kellogg’s, Kraft , Vodafone, HSBC ,Reckitt Benckiser, Nestle, Allied Bakeries, and Diageo.

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