

Sra. Rushmore Joins Red Cell
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Sra. Rushmore, the Madrid-based agency that is widely regarded as one of the most creative shops in Spain, will join Red Cell, a wholly-owned subsidiary of WPP. Sra. Rushmore was founded in October 2000 by President Roberto Lara, Executive Creative Director Miguel Garcia Vizcaino and Creative Director Marta Rico. They were joined by General Manager Eva Gutierrez and Creative Director Cesar Garcia in 2001. The senior management team will all remain with the agency.

Since its inception, Sra. Rushmore's work has earned critical acclaim in the advertising industry and is known for its humour and whimsical qualities. Sra. Rushmore's clients include The Coca-Cola Company, Diageo, El Corte Ingles, Atletico Madrid, T Online, BUPA (Sanitas) and ING Direct. The agency has a staff of 40 people. According to Robert Lara, joining Red Cell gives Sra. Rushmore more resources to service more multinational clients and better access to those clients as part of a larger group combined with the flexibility to operate autonomously. "Red Cell is a network with many entrepreneurs active in their agencies. This sets it apart from other networks and offers management the freedom to operate their agencies in the manner that made them successful," he said. "These people share our passion for good work and understand that entrepreneurial spirit and individuality are good things in a network and need to be encouraged. This is what attracted Sra. Rushmore to Red Cell." "The addition of Sra. Rushmore is the latest manifestation of Red Cell's strategy to offer clients the ability to choose top-tier agency partners in major markets solo or as part of a 'micro-network,'" said Amanda Walsh, Red Cell European CEO. "Our new partnership with Sra. Rushmore continues our development as a more nimble alternative to the traditional global agency network," said Red Cell Chairman Andy Berlin.