

WPP GROUP PLC

WPP appoints John O'Keeffe to Worldwide Creative Director, WPP

WPP is delighted to announce the appointment of John O'Keeffe, former Executive Creative Director of BBH, to Worldwide Creative Director of WPP. He will report directly to WPP CEO, Sir Martin Sorrell.

In this new full time role, he will work with WPP companies globally - across agencies, disciplines and clients - to help raise creative standards.

Commenting on the announcement, Sorrell said: "WPP continues to build its creative capabilities across all its services. John is a unique talent in our industry. He will accelerate this process and help us ensure that creative capabilities and resources are at the heart of what we do. Like Jon Steel in the planning area, he will lead our creative communities to even greater heights."

O'Keeffe, 45, is one of the most distinguished creative directors in Britain with a reputation for inspiring original, inventive work. For the past 17 years, he has been at the heart of one of the most universally respected and multi-awarded agency networks. During his tenure as Executive Creative Director (appointed 2000), BBH won *21 Agency of the Year Awards* and John has been named *Campaign* magazine's *Creative Director of the Year* twice running. Between 2000 and 2006, income and operating profits doubled and the agency has become one of the largest in London.

Of his time with BBH, O'Keeffe says: "I have enjoyed every moment of my time at BBH. It's a special place full of very smart people. I thought I'd never leave..." adding "but the opportunity outlined by Martin was simply too exciting to turn down."

He began his advertising career at Saatchi & Saatchi in 1984 winning awards on accounts as diverse as NSPCC, Swan Lager and British Airways. In 1990, he joined BBH where he continued producing award-winning work for Audi, One2One, K Shoes and Levi's. Following his appointment to Creative Director in 1998, he was creative lead on a series of successful high profile pitches for the agency, including Johnnie Walker, Nationwide, Gordon's, Bird's Eye, KFC, Barnardo's, Woolworths, Vodafone, Flora, Persil OMO and Unilever's Oral Care toothpaste.

In his WPP role, O'Keeffe will be based in London.

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