

Young & Rubicam Acquires Swiss Advertising Agency
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Young & Rubicam has acquired the Zurich-based advertising agency Guye Benker, the global communications network announced today.

Guye Benker will continue to operate as a separate agency led by the current CEO Christophe Guy. Edgar Britschgi, Chairman/CEO of Y&R's principal agency in Zurich, Advico Young & Rubicam – ranked No.1 in the Swiss creative league table – takes the additional role of Chairman of Guye Benker.

Andre Benker, Creative Partner in Guye Benker, will join Advico Y&R as Executive Creative Director and Member of the Executive Board, effective 1 February.

Founded in 1995, Guye Benker has a staff of ten and 2002 revenues of 2.8 million Swiss Francs. Andre Benker, an award-winning creative director, will be returning to the agency where he worked from 1986 to 1992. He was named Switzerland's "Advertising Man of the Year" in 1997. Mr Britschgi said: "We are excited about this news, both with the acquisition of an excellent agency and with having Andre to head our creative department. His leadership and creative talent will soon be visible."

Advico Y&R is one of Switzerland leading agencies, with 2001 income of US\$46.6 million and billings of US\$643 million (source: Advertising Age). Its clients include the Migros store chain, Hakle bathroom products, the Swiss Milk advertising campaigns in addition to servicing Y&R's global clients such as Colgate-Palmolive, Jaguar Cars and Land-Rover.