



PRESS: TOBY SOUTHGATE RETURNS TO THE UK TO HEAD UP THE BRAND UNION LONDON

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Global branding agency, The Brand Union, has appointed Toby Southgate to run the highly successful London office, overseeing a range of clients including Argos, Airtel, Reckitt Benckiser, Bird & Bird and Premiership Rugby. He will report directly to Worldwide Chief Executive Officer, Simon Bolton.

Southgate has been at The Brand Union for over three years and has an impressive track record, having previously led the set up of the company's Abu Dhabi office, and overseen the business as Managing Director in Dubai for the Middle East region.

Most recently Southgate has been Managing Director and part of the senior management team running The Brand Union's New York office, playing a significant role in developing the Reckitt Benckiser business. Working in partnership with UK Chairman, Dave Brown, he has also been building new relationships with Alberto Culver and Kraft.

He takes over from Simon Bailey, who is leaving The Brand Union to pursue a new European role in the industry. Bailey has been overseeing the London office since his appointment in 2008.

Prior to joining The Brand Union, Southgate worked for Marque Creative and NavyBlue. He has also been integral on branding and design work for clients as diverse as Royal Bank of Scotland, the London 2012 Olympic bid team and the Edinburgh Festival Fringe.

Simon Bolton, Worldwide CEO of The Brand Union says: *"Toby Southgate joins the London office with a wealth of global experience and knowledge and a hugely impressive track record. The office continues to prosper despite the continued economic climate; winning accolades for the work it is producing and advising some of the world's biggest and most influential brands.*

I'm immensely proud of the work Simon Bailey has put into the business and we wish him well in his future career. Equally I am excited to see Toby take the reins and push the agency further forward with his understanding of the broad opportunities in the digital world. In a short amount of time, I'm sure we will see him become a key figure in the UK branding and design industry. I look forward to partnering with Toby."

Toby Southgate, incoming UK Managing Director of The Brand Union added; *"It's an exciting time for The Brand Union globally, as a branding and design agency with world class talent, strategic and creative thinking, in addition to an enviable client list. I'm thrilled to be moving back to the UK and look forward to working with the brilliant executive team in London that consists of a number of industry greats. I have every confidence that 2011 is going to be the best year yet."*