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## NEWS: SENIOR LEVEL HIRES & INTERNAL PROMOTIONS AT THE BRAND UNION LONDON

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The London office of global brand agency The Brand Union has bolstered its senior team with a number of significant new hires and internal promotions.

A demonstration of the agency's committed to investing in its people, the London office has promoted Mark Chatelier to Creative Director, and Nick Thomson to Principal Consultant. Mark and Nick have both been with The Brand Union for a number of years and have been integral to the growth and development of the business.

Clare Styles joins the business as Creative Director, bringing a reputation and industry profile developed at Wieden+Kennedy, Exposure and Fitch. Mark Smith and Chris Drew further bolster the team, joining as Design Directors.

These key appointments come after a year of significant change and continued success for The Brand Union, both in London and around the world. During the course of 2011, the London business gained new leadership and won several new client relationships including Sony, GSK, Fidelity, Statoil, and Qatar National Bank. The agency has continued to grow existing key client relationships around the network.

Toby Southgate, CEO UK and Ireland, said: *"Our agency is at a revolutionary point. We are evolving in engaging and innovative ways, driven by our people and fuelled by the belief that we can and should do things differently. The caliber of talent we are attracting and developing is indicative of this new approach. These appointments and elevations give us even greater momentum and immediately benefit the agency, our clients and our partners."*