



## **Ogilvy & Mather Sydney appoints new Executive Creative Director**

**Sydney, June 30, 2010:** Ogilvy & Mather Sydney has announced its most significant commitment to creativity yet, with the appointment of Goodby, Silverstein & Partners Creative Director Chris Ford to the position of Executive Creative Director.

Beginning next month, Ford will move from the USA to Sydney to take up the position of ECD and responsibility for overseeing all creative output across the Ogilvy & Mather Sydney group.

Ford has spent the last 11 years at Goodby, Silverstein & Partners in San Francisco, and has 20 years experience in the creative field, winning numerous awards and working on some of the world's most recognisable brands including Absolut, Adobe, Budweiser, The Glenlivet, Quaker Oats and Tivo.

He worked on the world's most awarded ad of 2009, the Comcast Rabbit commercial, and another example of his work - Saturn's "Numbers" - has been archived in the Museum of Modern Art. He also wrote, produced and directed the award-winning independent feature film The Village Barbershop (in his spare time!).

Ogilvy Sydney Managing Director Mike Daniels said Ford was "an incredibly exciting appointment for our Group".

"Chris brings an incredible quality of mind to creative work. He's focused on solving clients' business problems with creative thinking - all of his awarded work has been for serious brands - and his job is to further elevate the quality of our creative output," Daniels said.

"Better and more effective creative work is the core to our clients' success and obviously to our own. Chris has proven experience across all mediums, both digital and traditional, as evidenced by the highly recognised integrated "Comcast Town" campaign."

Ford said of his move to Ogilvy Sydney: "Leaving Goodby, Silverstein after 11 years is like leaving family. It's emotional, and you only do it because you feel like there's something else you have to go out and do in the world. For me, that something else is the opportunity to work with a guy I genuinely trust who wants to make his agency great, set in a country I have always had a tremendous curiosity for. Those two things, along with the agency's list of great brands make a pretty compelling argument for change."

Ford and his family will be moving to Sydney mid July and will be starting at the St Leonards office shortly after.

**Ends.**

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