



Press Release

Nick Bell joins DDB Europe as International Creative Director on Unilever's Lipton Account.

Date 09/04/08

Location London

Nick Bell has been appointed by DDB Worldwide as the International Creative Director on the Unilever's Lipton brand. Bell will join the agency immediately.

Unilever formally consolidated the Lipton account into DDB Worldwide in 2007 although DDB first started working on the brand in the US in 2004.

Bell has worked previously as Creative Director at JWT and Leo Burnett in London.

Commenting on the appointment, Michael Bray said, "In looking to fill this role we wanted to find a globally recognised creative talent who could lead DDB creative teams and help them deliver work of the highest creative order for the Lipton brand. In hiring Nick, we've clearly met that brief and we're very excited he's agreed to join us."

Bob Scarpelli, Chairman and Chief Creative Officer, DDB Worldwide, said, "It's great to have Nick join us. He's a passionate guy who has done great work over the years for Unilever and all his clients. I'm glad he's with us."

Nick Bell said of his appointment, "The opportunity to produce work of high quality has always been important to me which is why I'm delighted to be joining an agency as outstanding as DDB and working with a client of the calibre of Unilever."

Bell will be based in the DDB Europe offices in London.

Ends

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