This Musical Agency Leverages Data and Taste to Find the Perfect Bands for Brands

One surefire way to ensure a successful partnership between a brand and a musical artist is by embedding the latter into the creative process. That’s something Nue Agency learned through its seven years managing and working closely with musicians. The agency started as a talent representation house in 2007 before pivoting to a creative music… http://www.adweek.com/agencies/this-musical-agency-leverages-data-and-taste-to-find-the-perfect-bands-for-brands/

Reentering the Agency World Is Challenging for New Mothers. ‘Returnships’ Aim to Ease the Transition

During stops at renowned shops like Lowe and Partners, McCann and Grey, longtime creative director Erica Fite said she never received the kind of support that working parents really need in order to flourish in the industry. Twenty years ago, she brought her then-5-month-old son on a commercial shoot in Los Angeles so she could… http://www.adweek.com/agencies/agencies-are-improving-efforts-to-reintroduce-mothers-back-into-the-agency-world/

Mower’s Mary Owusu Was Doing SEO Before It Was Cool

Mary Owusu got into the search marketing game right at its start in the early aughts. Growing up, Owusu—now the vp and director of analytics and SEO at Syracuse, N.Y.-based digital and PR shop Mower—enjoyed figuring out how to fix broken electronics, leading her to believe she was destined to become an engineer. But when… http://www.adweek.com/digital/mowers-mary-owusu-was-doing-seo-before-it-was-cool/

The Death of the Global Chief Creative Officer

In March, JWT CEO Tamara Ingram wrote an all-staff memo to announce that she and other leaders were “reimagining the future” of the world’s oldest ad agency. Its key take-away: This future would not include global chief creative officer Matt Eastwood or anyone else holding that title. Every day brings new reports of brands building… http://www.adweek.com/agencies/the-death-of-the-global-chief-creative-officer/

Accenture’s MXM Hires Publicis Groupe Vet as Creative Operations Director

Meredith Xcelerated Marketing (MXM), the New York-based digital agency that was acquired by Accenture Interactive this March, welcomed former Publicis executive Bill Hughes as creative operations director. In the position, Hughes will be responsible for all aspects of the agency’s creative operations, including talent acquisition, management and retention, while reporting to CCO Roald van Wyk… http://www.adweek.com/agencies/accentures-mxm-hires-publicis-groupe-vet-as-creative-operations-director/

This Dynamic Duo Found Success by Bucking Ad Industry Norms

Terri Meyer fondly recalls the time she called up the executive creative director at D’Arcy Masius Benton & Bowles and laid down the law. “Are you getting me that birthday present I want?” she demanded. And he did. A few days later, the present was waiting in the lobby. It was Sandy Greenberg. Meyer and… http://www.adweek.com/agencies/this-dynamic-duo-found-success-by-bucking-industry-norms/

How a Former Track and Field Star Became One of the Most Important Figures in Media

It’s lucky that Megan Clarken has always thought globally. A native New Zealander, Clarken spent years going back and forth between the U.S. and Australia for Nielsen, analyzing audiences from all parts of the globe during a 14-year tenure at the data behemoth. Now, Clarken is global president of Nielsen’s Watch, which provides Nielsen’s media… http://www.adweek.com/tv-video/how-a-former-track-and-field-star-became-one-of-the-most-important-figures-in-media/

Fallon CCO Jeff Kling Resigns to Move to NYC and ‘Take Some Chances Professionally’

Today Jeff Kling, chief creative officer at Fallon, announced his resignation after nearly 6 years. The award-winning co-creator of Dos Equis’ The Most Interesting Man in the World campaign joined the Publicis-owned, Minneapolis, Minn.-based shop in its top creative role in 2012. “I want to move my family back to New York and take some… http://www.adweek.com/agencies/fallon-cco-jeff-kling-resigns-to-move-to-nyc-and-take-some-chances-professionally/

MDC Partners Names First Managing Director, Healthcare

[unable to retrieve full-text content]
http://www.adweek.com/agencies/mdc-partners-names-first-managing-director-healthcare/

AGW Is Not Your Average Agency, and That’s What Brands Love About It

[unable to retrieve full-text content]
http://www.adweek.com/agencies/agw-is-not-your-average-agency-and-thats-what-brands-love-about-it/